



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Tuesday, December 19, 2023

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Minutes from the November 28, 2023 Meeting
2. Election of Chairperson - Current Chairperson: Thomas Bauknecht
3. Election of Vice Chairperson
4. Election of Secretary
5. Presentation by the Langlade County Economic Development Corporation
6. Presentation by the Antigo/Langlade County Chamber of Commerce and Visitor Center
7. Closed Session: Pursuant to Section 19.85(1)(e), Wisconsin Statutes, and upon Proper Motion, the Commission will Convene into Closed Session to Discuss Tourism Funding for 2024. Upon Completion of Discussion in Closed Session, the Commission will Reconvene into Open Session to Act on Matters Discussed, If Necessary, and Proceed with the Regular Order of Business.
8. Funding of Tourism for 2024

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Cheryl Barta, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: December 13,2023

TOM BAUKNECHT

LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION



DESTINATION MARKETING

2023 YEAR IN REVIEW

AND

2024 MARKETING PLAN

2023 LCEDC DESTINATION TOURISM MARKETING

- LCEDC RECEIVED \$70,800.43 FOR DESTINATION TOURISM MARKETING IN 2023.
 - ROOM TAX DOLLARS WERE SPENT ON:
 - LANGLADECOUNTY.ORG (COUNTYOFTRAILS.ORG) WEBSITE
 - WELCOME CENTER
 - SOCIAL MEDIA MARKETING
 - INTERNET ADVERTISING
 - TELEVISION COMMERCIALS
 - PRINT ADVERTISING
 - ATTENDANCE AT THE GREEN BAY RV SHOW AND WISCONSIN STATE FAIR
 - DESTINATION EVENT MARKETING
 - INQUIRY POSTAGE & MAILING MATERIAL
 - STATE MEMBERSHIPS

LCEDC MAIN TOURISM ASSETS

COUNTYOFTRAILS.ORG WEBSITE

ANTIGO · LANGLADE COUNTY
WELCOME CENTER



Attachment: LCEDC 12-12-2023 Hotel Motel Presentation no videos (6576 : Presentation

Driving destination marketing to these assets for more information.

2023 COUNTYOFTRAILS.ORG WEBSITE UPDATE

- LARGE WEBSITE UPDATES WERE DONE IN 2022
- 33 GO TO SPOT INFORMATION WAS ADDED TO THE WEBSITE TO CONTINUE BRANDING
- THERE WAS 70,736 VISITORS TO THE WEBSITE THIS YEAR WITH 144,651 PAGE VIEWS



Start planning your next up north adventure in Langlade County: The County of Trails!

 A screenshot of a website interface. At the top, it says 'Start planning your next up north adventure in Langlade County: The County of Trails!'. Below is a map of Langlade County with numerous red location pins. To the left of the map is a search bar with a dropdown menu set to 'Go To Spots', another dropdown for 'Select City', and a 'search' button. Below the search bar is a blue bar with the text 'Go To Spots'.


WEBSITE ANALYTICS

- GOOGLE ANALYTICS OF WWW.COUNTYOFTRAILS.ORG WEBSITE

	Visitors (Users)	Pageviews	New Users #	Top Location	Mobile Users	Windows/ Macintosh Operating Systems
2023	70,736	144,651	69,790	Chicago/Milwaukee	35,481	35,407
2022	45,278	99,965	45,059	Chicago/Milwaukee	33,584	10,552
2021	37,142	80,916	37,005	Chicago/Milwaukee	25,697	10,279
2020	32,713	75,989	31,761	Chicago/Milwaukee	21,794	9,484
2019	35,915	84,441	35,578	Chicago/Madison	24,408	10,187
2018	24,559	60,165	24,174	Chicago/Madison	14,375	9,523
TOTAL	246,343	546,127	243,367		155,339	85,432



STAY PAGE VISITS

www.langladecounty.org/stay

	Stay Page Visits
2023	9,913
2022	4,966
2021	2,999
2020	5,675
2019	3,067
2018	1,720
TOTAL	28,340

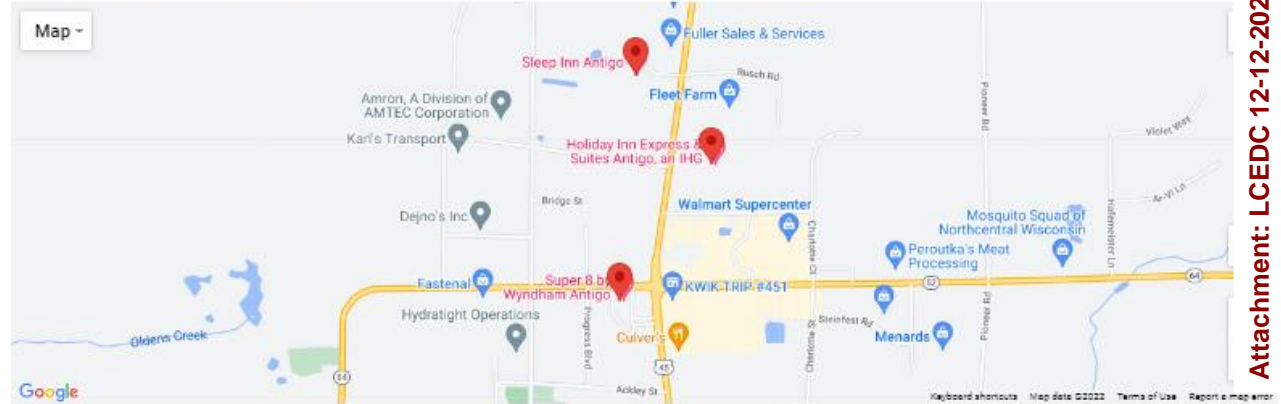
WITH 5,013 USERS ON THE STAY PAGE IN 2023.



You may come for the trail, but you will definitely want to stay the night in Langlade County: The County of Trails! Whether planning a weekend vacation or a week vacation in Northern Wisconsin, Antigo and Langlade County want to make your Northwoods vacation one to remember. We offer a true Northwoods outdoor experience with many [campgrounds](#) for you choose like the Jack Lake Campground in Veterans Memorial Park or an ATV campground. If you prefer to stay in a permanent structure, you can choose to rent a [cabin](#), stay at a [resort](#), a quaint [motel](#), or a full-service [hotel](#). You can find these accommodations located throughout the "County of Trails".



Start planning your stay today!

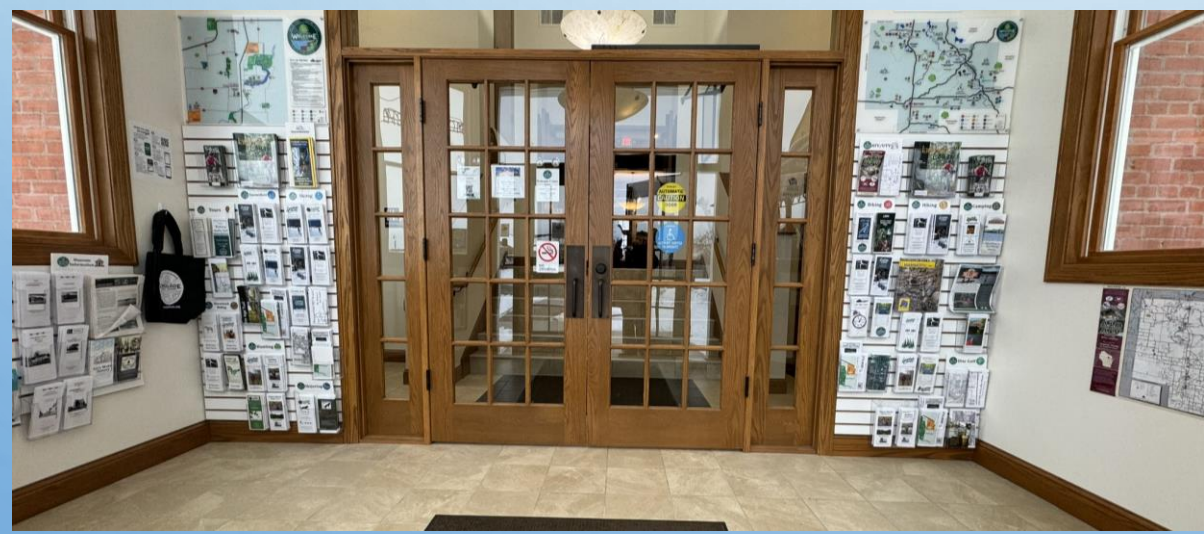


Narrow Your Search:

Hotels/Motels ▼ Antigo ▼ Select Amenity ▼ search

ANTIGO · LANGLADE COUNTY WELCOME CENTER

- AS OF NOVEMBER 30 2023, THERE WAS 2,538 PEOPLE VISITED THE WELCOME CENTER
 - THERE WILL BE MORE; SANTA COMES THE NEXT THREE WEEKENDS
- 2,080 ITEMS OF INFORMATION TAKEN FROM THE WELCOME CENTER
 - 83 MORE ITEMS THAN ALL OF 2022.
- COLLABORATIVE EFFORTS WITH MUSEUM

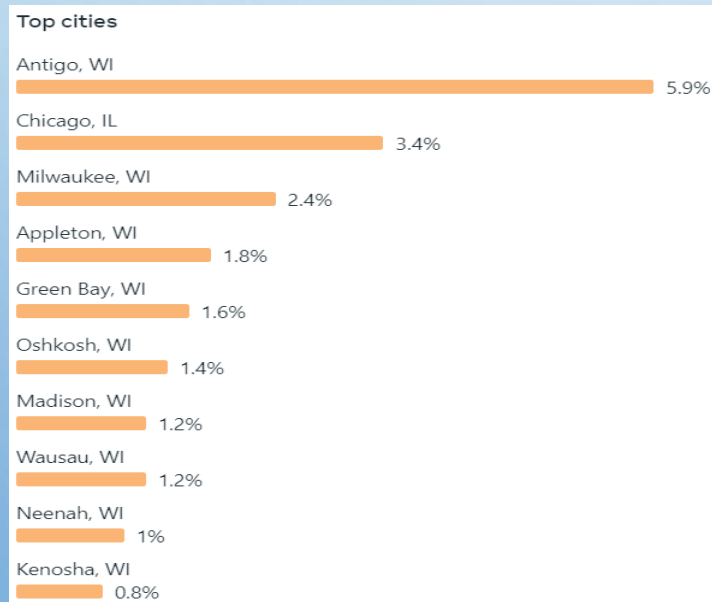


SOCIAL MEDIA MARKETING

• LANGLADE COUNTY: THE COUNTY OF TRAILS FACEBOOK PAGE

- 14,122 FOLLOWERS; A GAIN OF 716
- POSTS REACHED 976,201 PEOPLE; UP 222.9% OVER 2022
- 10,793 CLICKED THROUGH TO OUR WEBSITE

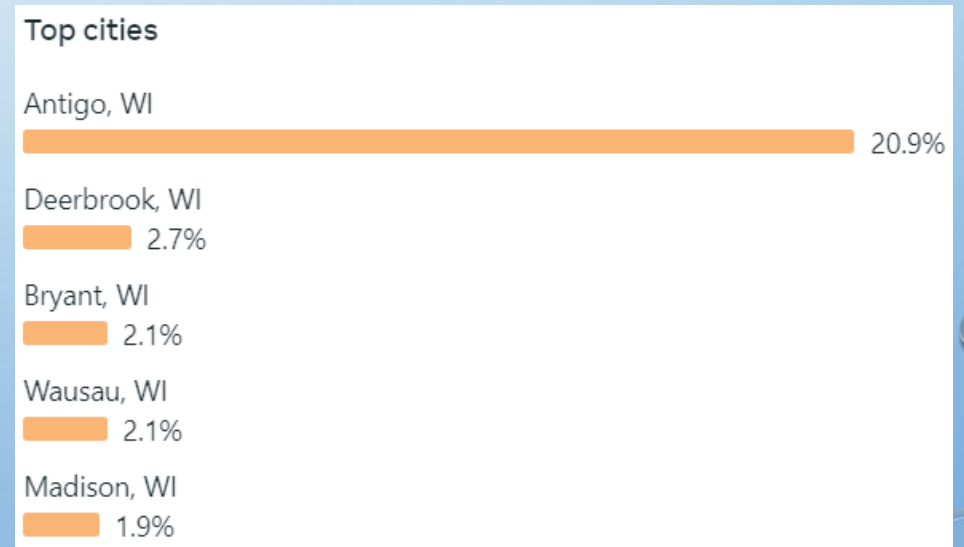
• FOLLOWERS ARE MOSTLY OUTSIDE A 100 MILE RADIUS



• INSTAGRAM





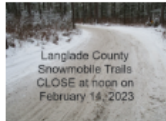
- 479 FOLLOWERS; A GAIN OF 78
- POSTS REACH 12,897; UP 85.4% OVER 2022

• FOLLOWERS ARE MOSTLY FROM THE AREA



TOP PERFORMING POSTS

Best Performing Posts by Users Reached

DATE	POST	REACH	LIKES	SHARES	CLICKS
Oct 2, 2023	 A two-engine cargo and passenger ... Photos from Langlade County: The Cc	563,458	431	227	36,130
Feb 5, 2023	 For anyone who wants to bear the unbeara... Timeline photos	136,488	415	222	3,560
Sep 11, 2023	 If the great outdoors is calling to yo...	56,762	2,922	92	1,383
Aug 17, 2023	 Are you a snowmobiler or ATV/UTV...	56,426	149	37	757
Feb 14, 2023	 Langlade County Snowmobile Trails CLOSE at noon on February 14, 2023 The Langlade County Snowmobile ...	49,639	99	275	2,006

Attachment: LCEDC 12-12-2023 Hotel Motel Presentation no videos (6576 : Presentation


FACEBOOK PAID CAMPAIGNS

- 637,323 IMPRESSIONS REACHED 216,225 PEOPLE THAT CLICKED THROUGH 23,773 TIMES FOR AN AVERAGE COST PER CLICK OF \$0.10

BRINGING THE TOTAL TO 1.78 MILLION FACEBOOK IMPRESSIONS!!!

Langlade County: The County of Trails
Sponsored · 🌐

From fishing and camping to backpacking and biking, there's something here for everyone. Langlade County is the perfect ...See more



langladecounty.org
Langlade County: The County of Trails

Learn more

Langlade County: The County of Trails
Sponsored · 🌐

October is a great time to hit the ATV/UTV trails in Langlade County!
Ride past glacial moraines, ...See more



👍❤️ 23 7 comments 4 shares

Langlade County: The County of Trails
Sponsored · 🌐

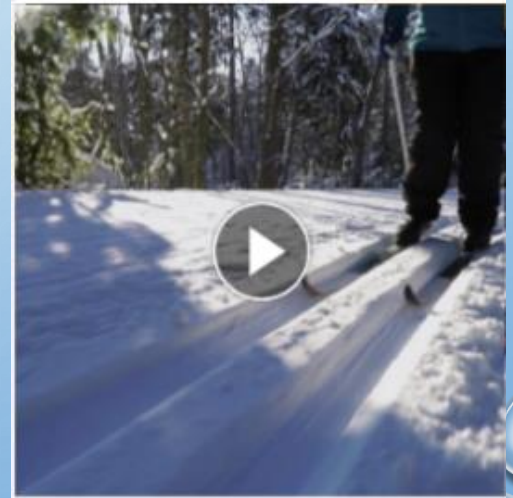
Langlade County has so many adventures waiting for you... hiking, fishing, hunting, biking, ATVing, and just relaxing in the ...See more



👍❤️😬 858 16 comments 20 shares

Langlade County: The County of Trails
Sponsored · 🌐

From cozy winter getaways to snowshoeing and snowmobiling, Langlade County offers something for everyone during the ...See more



langladecounty.org
Langlade County: The County of Trails

Learn more

LODGING FACEBOOK POSTS

RESTFUL WEEKEND

Langlade County: The County of Trails
Published by Cloud Campaign · September 15 ·

Langlade is a perfect Fall Weekend destination.❤️
Spend mornings on the trails throughout the county and afternoons shopping in charming places like Antigo.
When the sun sets, we have a terrific variety of restaurants and taverns to explore and cozy accommodations to give you a good night's rest!
<https://www.langladecounty.org/stay/>

(Photo of Pence Lake by Brad Hafner)




Langlade County: The County of Trails
Published by Cloud Campaign · October 27 ·

October is a great time to hit the ATV/UTV trails in Langlade County!
Ride past glacial moraines, hardwood forests, beautiful lakes, and rolling hills surrounded by fall color!
Indulge in hearty meals at our friendly restaurants and experience a restful weekend stay in Langlade's local lodgings.



ADVENTURE WEEKEND

Langlade County: The County of Trails
Published by Cloud Campaign · November 20 at 7:30 AM ·

It's not too early to make your Reservations for a winter weekend getaway in Langlade County!
Whether your passion is snowmobiling, cross-country skiing, or fat tire biking, the County of Trails has what you're looking for!
<https://www.langladecounty.org/>



Langlade County: The County of Trails
Published by Cloud Campaign · July 20 ·

Add excitement to your weekend by challenging yourself on the Wolf River!
Play and stay in Langlade County for an unforgettable adventure.❤️
<https://www.langladecounty.org/>



COME FOR THE TRAIL STAY THE NIGHT SOCIAL MEDIA POSTS EXAMPLES

 **Langlade County: The County of Trails**
Published by Cloud Campaign · 1d ·

There are over 550 miles of beautiful, well-groomed, and marked snowmobile trails in Langlade County!
Love snowmobiling? Come for the trails, stay for the weekend! ❤️
<https://www.langladecounty.org/stay/>



 **Langlade County: The County of Trails**
Published by Cloud Campaign · October 16 ·

You'll want to grab every minute you can on our ATV/UTV trails this Fall! Get out on the trails before they close on November 30th.
Come for the trails, stay for the weekend. 🍁🍁🍁



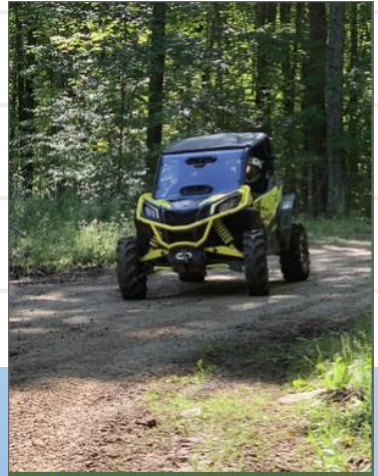
GOOGLE ADS

- 1,119,268 IMPRESSIONS WITH 8,616 CLICKS AND 10,823 CONVERSIONS THROUGH GOOGLE ADS FOR A CLICK THROUGH RATE OF 0.77%

 CAMPAIGN PERFORMANCE
LANGLADE TOURISM

Campaign

- Lang Tour Display
- Lang Tourism Text Search
- Video Efficient reach - 2022-04-22



	Impr.	Clicks	Interactions	CTR
Lang Tour Display	982,020	5,694	5,696	0.58%
Lang Tourism Text Search	69,510	2,858	2,858	4.11%
Video Efficient reach - 2022-04-22	67,738	64	27,892	0.09%
Total	1,119,268	8,616	36,446	0.77%

INTERNET ADVERTISING

ATVTRACKS.COM

SNOWTRACKS.COM

- BOTH WEBSITES HAVE OVERVIEW OF ASSETS WITH LINKS TO OUR WEBSITE AND MOTORIZED TRAIL REPORTS

COMMUNITY CALENDAR

Antigo / Langlade County Community Event Calendar
Use "Search" or "Select Category" to find what you are looking for

Search RSS Submit an Event Login

November 2023 < December 3 - 9, 2023 > January 2024

Select Category: All Filter Month Week Day List

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>3</p> <ul style="list-style-type: none"> Kettlebowl Volunteer Work Day Holiday Pet Photos with Santa 10:00am - 2:00pm Group Dance Class 6:00pm Frostbite Forest Perdition Pines Haunted Event 7:00pm - 11:00pm 	<p>4</p> <ul style="list-style-type: none"> Narcotics Anonymous Meeting 8:00am Play and Learn with Children's Wisconsin 10:00am - 11:30am Alanon/Nornon 1:30pm - 2:30pm LCEDC Executive Committee Meeting 4:00pm - 5:30pm Tail Waggin' Tutors: 	<p>5</p> <ul style="list-style-type: none"> Group Dance Class & Social 6:00pm Alcoholics Anonymous in Echo 7:00pm Narcotics Anonymous Meeting 7:00pm 	<p>6</p> <ul style="list-style-type: none"> 26th Annual Chili Cook-Off 8:00am - 5:30pm NTC HOLIDAY COOKIE 8:00am - 9:00am Life Recovery Group & Christian Recovery Meetings 8:30am AVAIL Outreach House 10:00am - 12:00pm FREE E-RECYCLING COLLECTION EVENT 	<p>7</p> <ul style="list-style-type: none"> AVA Holiday Gift Shop Art Show White Lake Fitness & Fun 9:00am - 10:00am AVAIL Support Group 10:30am - 12:00pm Acrylic Painting 4:30pm - 8:30pm AVAIL Support Group 5:30pm - 7:00pm WT American Legion 	<p>8</p> <ul style="list-style-type: none"> AVA Holiday Gift Shop Art Show Stroke Support 11:00am AVAIL Outreach House 3:00pm - 6:00pm Community Recovery Bible Study 6:00pm Santa Visits @ LCHS Museum 6:00pm - 8:00pm 	<p>9</p> <ul style="list-style-type: none"> AVA Holiday Gift Shop Art Show Sort-of-Silent Book Club 10:30am - 12:00pm Santa Visits @ LCHS Museum 1:00pm - 4:00pm Narcotics Anonymous Meeting 7:00pm



STRIVE ON APP

- PARTNERED WITH STRIVE ON TO OFFER THE ANTIGO AUDIO WALKING TOUR.
 - LAUNCHED IN JULY
- 180 PEOPLE VIEWED PLACES
- 37 PEOPLE USED THE WALKING TOUR.

WAOW CHANNEL 9

- MARKETING CAMPAIGN STARTED IN JULY.
 - 3 SUMMER COMMERCIALS ROTATED, ONE FALL COMMERCIAL, AND 3 WINTER COMMERCIALS ROTATED



TRAVEL WISCONSIN PRINT ADVERTISING

2023 TRAVEL GUIDE

NORTHEAST

WILDMAN ADVENTURE RESORT
11888 Allison Lane, Ashland
715-757-2938, wildmanranch.com

**WILDMAN ADVENTURE RESORT-
MENOMINEE RIVER OUTPOST**
N22200 Bamber Rd., Niagara
715-757-2938, wildmanranch.com

MERRILL & TOMAHAWK
The Tomahawk region is a natural vacation destination with lakes, trails and parks. Fifteen miles to the south, Merrill straddles the Wisconsin River. Enjoy a walking tour of the city's historic home district. Also visit the Lincoln County Courthouse, the T.B. Scott Free Library and the city's three stone-arch bridges.

For more information:
merrill@khanter.org, 715-536-9494;
gototomahawk.com, 800-569-2160.

BIG BEAR MINI GOLF & ICE CREAM
24 N. 2nd St., Tomahawk
715-224-2259, bigbearminiroll.com

COUNCIL GROUNDS STATE PARK
11895 Council Grounds Dr., Merrill
715-536-8723, 888-647-2257,
dnr.wisconsin.gov

TOMAHAWK AREA HISTORICAL MUSEUMS
18 & 19 E. Washington Ave., Tomahawk
715-450-2016, gototomahawk.com

CAMPANILE CENTER FOR THE ARTS
131 Milwaukee St., Minocqua
715-216-4700, campanilecenter.org

DR. KATE MUSEUM AND THE WORLD'S LARGEST PENNY
923 2nd Ave., Woodruff
715-316-4896, minocqua.org

MIN-AQUA BAT WATER 501 SHOWS
442 W. Park Ave., Minocqua
715-255-6936, minoquashows.com

MINOCQUA WINTER PARK & Nordic CENTER
7543 Squirrel Hill Rd., Minocqua
715-356-3309, minocquawinterpark.com

NORTHERN WATERS DISTILLERY, LLC
8136 Hwy. 51 S., Minocqua
715-356-6172,
northernwatersdistillery.com

NORTHWOODS WILDLIFE CENTER
8683 Bluestein Rd., Minocqua
715-356-7400,
northwoodswildlife.com

NORTHWOODS ZIP-LINE, AIR-GO ATV AND KAWAK RIVER ADVENTURE TOURS
7649 Hwy. 51, Minocqua
844-947-7464, northwoodzipline.com

SCHERR'S LUMBERJACK SHOWS
1113 Hwy. 47 East, Woodruff
715-316-4854,
scherrslumberjackshow.com

SURF SCOUNSIN
326 W. Park Ave., Minocqua
715-890-1136, surfscounsin.com

TOMMY O'S NORTHERN STAGS PLAYHOUSE
5611 US Hwy 51 S., Hazelhurst
715-356-0903, tommyosplayhouse.com

THE WATERS OF MINOCQUA
8116 Hwy. 51 S., Minocqua
715-358-4900,
thewaterofminocqua.com

MINOCQUA, ARBOR VITAE, WOODRUFF & LAKE TOMAHAWK
The greater Minocqua area is known as the Lake and Area of Vilas and Oneida counties, so named because of the more than 3,300 lakes, streams and ponds found in the two counties. On land, find an impressive network of trails for hiking, biking, cross-country skiing, snowshoeing and snowmobiling.

For more information:
minocqua.org, 800-446-6194,
laketomahawk.com, 715-277-2257.

ART O'BIMCKE FISH HATCHERY
8770 County Rd. J, Woodruff
715-356-5211, dnrcsacomin.gov

LANGLADE COUNTY
Come for the trails and stay the night! Langlade County, the County of Trails, has an abundant array of recreational, cultural and historical opportunities.

For more information:
// langladedeconomy.org
// @countyoftrails
// @countyoftrails
// Antigo - Langlade County Welcome Center
404 Superior St., Antigo
715-623-2085

THREE LAKES
Dike, hike, ski, boat or snowmobile? With the Chequamegon-Nicolet National Forest and the world's largest chain of lakes, Three Lakes offers endless outdoor recreation activities!


For more information:
// threelakes.com
// @threelakeswi
// @threelakeswi
// Three Lakes Area Chamber of Commerce & Welcome Center
1704 Superior St., Three Lakes
715-546-3344

48 WISCONSIN TRAVEL GUIDE **TRAVELWISCONSIN.COM**

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404 Superior St., Antigo
715-623-2085



2023-24 WINTER SEASONAL MAGAZINE

LANGLADE COUNTY

Looking for a winter getaway? Look no further, as Langlade County has got you covered! Known as the "County of Trails," an exciting adventure can be found here at any corner.

Snowmobiling is a huge draw to Langlade County, which has more than 550 miles of the best-groomed trails. These trails run throughout the county, allowing easy access to many communities, such as Antigo, Elcho and White Lake. They offer rest stops, gas stations and hotels that allow you to rest and recharge before hitting the trails again. With these conveniences, you can stay "On the go in the County of Trails!"

- // countyoftrails.org
- // @countyoftrails
- // @countyoftrails
- // Antigo - Langlade County Welcome Center
404 Superior St., Antigo
715-623-2085



UP NORTH ACTION MAGAZINE PRINT ADS

On the Go
in the
County of Trails

WELCOME CENTER
ON THE GO IN THE COUNTY OF TRAILS

Welcome Center with 24-Hour Information Vestibule | 404 Superior St, Antigo, WI
Visit www.langladecounty.org to request FREE trail maps, view trail conditions, and download our app.

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**7 ISSUES
PLACED IN 1,075 RACKS
WITH 400,000+
READERS EACH YEAR**

2.5.a

Attachment: LCEDC 12-12-2023 Hotel Motel Presentation no videos (6576 : Presentation

OTHER PRINT ADS

BREWERS YEARBOOK

WISCONSIN
MOTORCYCLE ROAD
TRAVEL GUIDE

SILENT SPORTS
MAGAZINE

COME FOR THE
TRAILS,
STAY THE NIGHT

WWW.LANGLADECOUNTY.ORG

COUNTY OF TRAILS
LANGLADE
COUNTY TOURISM

Langlade County
STAY ON THE GO
IN THE COUNTY
OF TRAILS!

SCENIC BYWAY

COUNTY OF TRAILS
LANGLADE
COUNTY TOURISM

WWW.LANGLADECOUNTY.ORG

Langlade County Fall in Love
with the
County of Trails

COUNTY OF TRAILS
LANGLADE
COUNTY TOURISM

Welcome Center with 24-Hour Information Vestibule | 404 Superior Street, Antigo, WI
Visit www.countyoftrails.org to request FREE trail maps,
view trail conditions, and places to stay

OCTOBER 2023 ISSUE



Come for the Trails, Stay the Night





countyoftrails.org



ON WISCONSIN OUTDOORS PRINT ADS

Free print newspaper at Kwik Trips

Minimum of a 100,000 copies printed per issue



Come for the Trails, Stay the Night



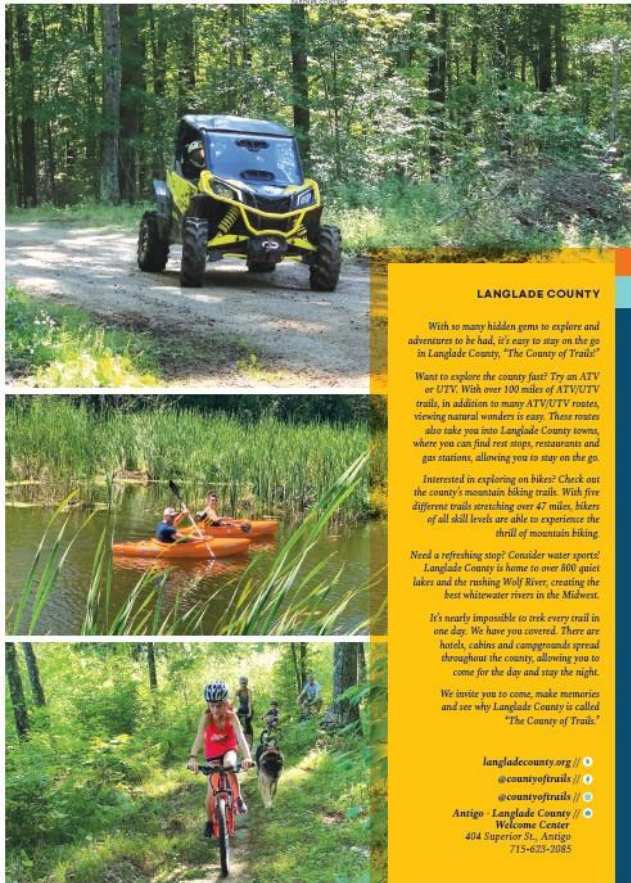


www.langladecounty.org



OTHER DESTINATION PRINT ADVERTISEMENTS PAID BY OTHER FUNDING

2023 SUMMER SEASONAL MAGAZINE



COUNTY OF TRAILS SIGN ON HWY 45



HIGHWAY 45 BILLBOARD



TRAVEL SHOWS

GREEN BAY RV SHOW

- 1,052 ITEMS TAKEN

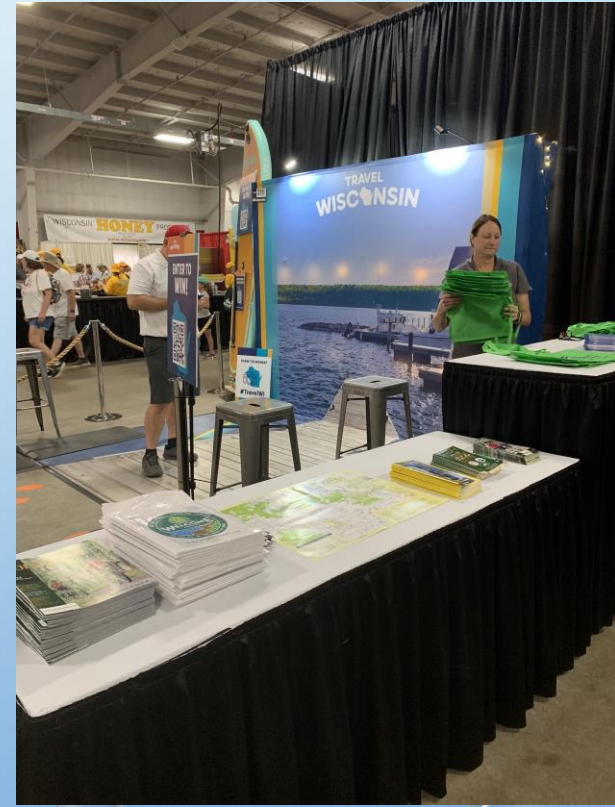


5 STAR MARKETING

- VISITOR GUIDES WERE AVAILABLE AT 5 TRAVEL SHOWS
 - Chicagoland Fishing, Travel, & Outdoor Expo
 - Illinois Fishing Expo
 - Wisconsin Fishing Expo
 - Milwaukee Journal Sentinel Sports Show
 - La Crosse Fishing & Outdoor Travel Shows

WISCONSIN STATE FAIR

- 946 ITEMS TAKEN ON AUGUST 4, 2023.



DESTINATION EVENT MARKETING

ANTIGO OFF ROAD RACES

PARTIAL REIMBURSEMENT FOR FOX VALLEY BILLBOARD THROUGH TRAVEL WISCONSIN



MK SPLASH-N-DASH

FACEBOOK TARGET MARKETING REIMBURSEMENT FOR EVENT ON AUGUST 5, 2023



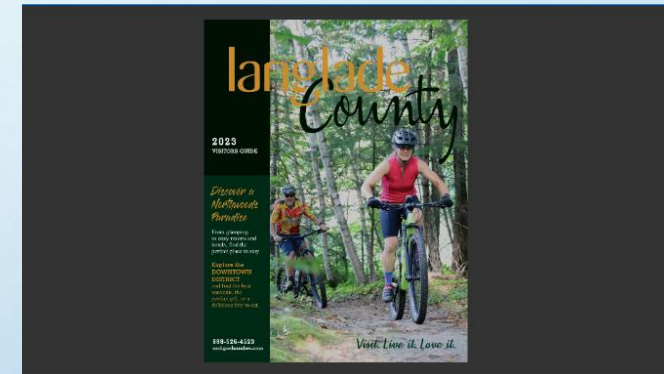
BLACK HAWK HILLS OBSTACLE COURSE

SOCIAL MEDIA TARGET MARKETING REIMBURSEMENT FOR EVENT ON AUGUST 5-6, 2023



INQUIRY/MAILINGS

- IN THE 11 MONTHS OF 2023, THERE HAS BEEN 318 PEOPLE REQUESTING INFORMATION. FROM THESE REQUEST 1,212 ITEMS HAVE BEEN MAILED OUT.
 - 229 VISITOR GUIDES
 - 242 RECREATION MAPS
 - 219 ATV/UTV MAPS
 - 89 SNOWMOBILE MAPS
 - 433 OTHER INFORMATION REQUESTED
- THESE INQUIRES CAME FROM
 - 254 = COUNTYOFTRAILS.ORG WEBSITE
 - 65 = NORTHCENTRALWISCONSIN.COM
 - 8 = PHONE CALLS
 - 2 = LAKE-LINK
 - 2 = LANGLADE COUNTY GOVERNMENT WEBSITE



Contact Us

The Langedale County Economic Development Corporation is your complete resource center for Economic Development and Tourism in Langedale County. If you have any questions, comments, or suggestions, please feel free to contact us using the form below.

Name:

Address:

City:

State/Province:

Zip Code:

Your Email Address:

Phone Number:

Question/Comments:

I wish to receive a Visitor Guide

I wish to receive a Recreation Map

I wish to receive a ATV/UTV Map

I wish to receive a Snowmobile Map

I wish to receive a Langedale County Business Loan Packet

STATE MEMBERSHIP

WISCONSIN AGRICULTURE TOURISM ASSOCIATION



WISCONSIN ATV ASSOCIATION



ASSOCIATION OF WISCONSIN SNOWMOBILE CLUBS



LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION
312 Forrest Ave, Antigo, WI,
54409, USA
Telephone: 715-623-2085
Email: aclose@co.lanlade.wi.us
Website: <http://www.lanladecounty.org>
Any season of the year is the right time to visit Langlade County:
The County of Trails. Whether you're looking to explore or just
relax, Langlade County, located in the great "Northwoods", offers



October 18, 2022

Antigo Langlade County Welcome...
WATVA BUSINESSES

ANTIGO-LANGLADE COUNTY WELCOME CENTER - Organization
www.countyoftrails.org
404 Superior St
Antigo, WI 54409-
715-623-2085
Stop at the Antigo-Langlade County Welcome Center located in the Langlade County
Historical Society museum at 404 Superior St, Antigo to pick up a Langlade County
Snowmobile Map. Hours Monday, Thursday, Friday and Saturdays from 10 to 4pm

COLLABORATIVE EFFORTS

- JEM GRANT
 - ANTIGO OFF ROAD RACES
- SCENIC BYWAY - NICOLETWOLFRIVERBYWAY.COM
- NORTH CENTRAL TOURISM PARTNERSHIP (ITBEC) – NORTHCENTRALWISCONSIN.COM
- TRAVEL WISCONSIN - TRAVELWISCONSIN.COM
 - SEASONAL REPORTS
 - HIKING, BIKING, FALL COLOR, & WINTER SNOW
 - EVENT CALENDAR
 - PLACES TO STAY LISTING
 - THINGS TO DO LISTING

- GO TO SPOTS/RECREATION AREAS
 - CITY OF ANTIGO
 - LANGLADE COUNTY
 - UNIFIED SCHOOL DISTRICT OF ANTIGO
 - CLUBS/ORGANIZATIONS
- DESTINATION MARKETING EVENT
 - ANTIGO OFF ROAD RACES – 2 YEARS
 - MK SPLASH N DASH – 2 YEARS
 - NORTHWOODS OBSTACLE COURSE
- WELCOME CENTER/MUSEUM
- STRATEGIC PLAN BRANDING FOR LANGLADE COUNTY

2023 DESTINATION MARKETING BREAKDOWN

SEE HANDOUT FOR EXPENSE
BREAKDOWN

LCEDC 2023 Destination Tourism Expenses		
Destination Tourism Marketing		
Budget Title	Break Down Of Total	2023 Expenses
Membership Dues	Membership Dues	\$ 225.00
Tourism Postage/Printing	Postage/Visitor Guide mailings	\$ 978.71
Tourism Office Supplies	Guide Envelopes & mailing labels	\$ 141.96
Shows	Green Bay RV & Camping Show - Paid by Regional Tourism Group	\$ -
	Travel Wisconsin Booth	\$ 1,691.62
Destination Tourism Marketing	Internet Advertising	\$ 7,449.00
	Print	\$ 11,896.00
	Tourism Website	\$ 890.41
	Destination Event Marketing for Nonprofits	\$ 1,050.00
	Social Media and Other Expenses	\$ 31,217.09
Welcome Center Operation	Welcome Center Expenses	\$ 23,579.80
2022 Carryover Expenses paid in 2023	2022 Carryover Expenses paid in 2023	\$ 1,863.12
	TOTAL Destination Marketing	\$ 80,982.71

Attachment: LCEDC 12-12-2023 Hotel Motel Presentation no videos (6576 : Presentation

2024 PROPOSED MARKETING PLAN

COMMITTED TO MARKETING

- WELCOME CENTER RENT, STAFF, INSURANCE, SUPPLIES - 2031
- SUMMER SEASON MAGAZINE
- TRAVEL WISCONSIN TRAVEL GUIDE
- WEBSITE HOSTING, MAINTENANCE, & DOMAINS
- POSTAGE & SUPPLIES FOR MAILINGS
- ATV/SNOW TRACKS
- COMMUNITY CALENDAR
- NICOLET-WOLF RIVER SCENIC BYWAY

= \$33,907.00

PROPOSED ADDITIONAL MARKETING

- PRODUCE GO TO SPOT RECREATION MAP
- DISTRIBUTION OF REC MAPS
- CONTINUE MEMBERSHIPS
- BOOTH AT WISCONSIN STATE FAIR
- PAID SOCIAL MEDIA & GOOGLE ADS
- 2024-25 WINTER SEASONAL MAGAZINE
- WEBSITE UPDATES (ADD/MOVE/REMOVE PAGES & TRAIL MAP UNIQUE URL)
- LOCAL DESTINATION EVENT MARKETING

= \$37,613.00

Total = \$71,520.00

ROOM TAX DOLLAR ADDITION/REDUCTION

ADDITIONAL DOLLAR MARKETING

- ADDITIONAL SOCIAL MEDIA AND GOOGLE ADS
- ON WISCONSIN OUTDOORS PRINT ADS
- SILENT SPORT MAGAZINE ADS
- INNOVATIVE ENHANCEMENTS TO WEBSITE
- NEW PHOTOGRAPHY & VIDEO
- KIOSKS

REDUCED MARKETING DOLLARS

- ???

LCEDC/CHAMBER COLLABORATIVE EFFORTS

- VISITOR GUIDE/DISTRIBUTION



CONCLUSION

THE IMPORTANCE OF CONTINUED BRANDING FOR LANGLADE COUNTY: THE COUNTY OF TRAILS

- **IDENTITY AND RECOGNITION:** A WELL-DEFINED BRAND CREATES A UNIQUE IDENTITY FOR LANGLADE COUNTY AND REMAINS MEMORABLE WHICH FOSTERS A SENSE OF CONNECTION. LCEDC HAS MARKETED THE COUNTY OF TRAILS BRAND SINCE IT'S CONCEPTION IN 2008. WE DO THIS BY CONTINUING TO INVEST DOLLARS IN IMPORTANT ASSET LIKE OUR TOURISM WEBSITE AND NOW BEAUTIFUL WELCOME CENTER.
- **ECONOMIC DEVELOPMENT:** CONTINUING TO MARKET "THE COUNTY OF TRAILS" ATTRACTS VISITORS AND BUSINESSES LOOKING TO ESTABLISH THEMSELVES HERE.
- **COMMUNITY PRIDE:** "THE COUNTY OF TRAILS" BRAND HAS ENCOURAGED VARIOUS CLUBS AND ORGANIZATIONS TO CONTINUE TO MANAGE, GROW AND PRESERVE LANGLADE COUNTY RECREATIONAL ASSETS. A STRONG BRAND FOSTERS A SENSE OF BELONGING AND PRIDE AND ENHANCES THE OVERALL EXPERIENCE FOR OUR VISITORS.
- **LONG- TERM PLANNING:** A WELL-MANAGED BRAND FACILITATES LONG-TERM PLANNING BY CREATING A FOUNDATION FOR SUSTAINABLE GROWTH. IT HELPS GUIDE DECISION THAT ALIGN WITH THE CITY/COUNTY'S VALUES AND LONG-TERM VISION.

IN CONCLUSION, THE BRANDING OF LANGLADE COUNTY IS NOT JUST ABOUT CREATING A LOGO OR TAGLINE; IT'S ABOUT SHAPING PERCEPTIONS, FOSTERING COMMUNITY PRIDE, ATTRACTING ECONOMIC OPPORTUNITIES, AND ENSURING A POSITIVE AND LASTING IMAGE FOR THE COMMUNITY.

LCEDC 2023 Destination Tourism Expenses

Destination Tourism Marketing

Budget Title	Break Down Of Total	2023 Expenses	
Membership Dues	WATA (Wisconsin Agriculture Tourism Association)	\$ 125.00	
	WATVA (Wisconsin ATV Association)	\$ 50.00	
	AWSC (Association of Wisconsin Snowmobile Clubs)	\$ 50.00	
Tourism Postage/Printing	Postage/Visitor Guide mailings	\$ 978.71	
Tourism Office Supplies	Guide Envelopes & mailing labels	\$ 141.96	
Shows	Parking - Shows	Paid by Regional Tourism Group	
	Green Bay RV & Camping Show Mileage/Car Rental - Shows		
	Lodging - Shows		
	Meal Expense		
Travel Wisconsin Booth	Booth Rental at State Fair	\$ 250.00	
	Mileage/Car Rental - Shows	\$ 375.49	
	Meal Expense	\$ 19.41	
	Lodging - Shows	\$ 407.81	
	Promotional Item for State Fair	\$ 638.91	
Destination Tourism Marketing	Internet Advertising		
	ATV Tracks	\$ 500.00	
	Snow Tracks	\$ 500.00	
	Community Calendar	\$ 250.00	
	StriveOn App	\$ 199.00	
	WAOW Channel 9 Commercials	\$ 6,000.00	
	Print		
	Travel Wisconsin Quarter Page ad in 2023 Travel Guide	\$ 1,865.00	
	Travel Wisconsin 2023-24 Winter Seasonal Magazine Half Page Adventorial	\$ 1,300.00	
	7 Half Page Ad in Up North Action Magazine with Visitor Guide Distribution @ Shows	\$ 2,100.00	
	5 Star Marketing Distribution of 10,000 Guides	\$ 1,850.00	
	Wisconsin Motorcycle Roads Travel Guide 2023 Full Page Ad	\$ 800.00	
	Brewers Yearbook 1/8 Page Ad	\$ 2,200.00	
	On Wisconsin Outdoors (May/June & July/Aug Issues)	\$ 1,500.00	
	Silent Sports Magazine October Issue	\$ 281.00	
	Tourism Website		
	Website Hosting & Maintenance	\$ 732.40	
	Domain Renewals of langladecounty.org, countyoftrails.net, countyoftrails.org, countyoftrails.info, countyoftrails.co, visitlangladecounty.org & explorelangladecounty.org	\$ 158.01	
	Nicolet-Wolf River Scenic Byway Promotional Partnership	\$ -	
	Destination Event Marketing for Nonprofits		
	Antigo Off-Road Races	\$ 350.00	
	Splash-N-Dash	\$ 350.00	
	Black Hawk Hills Obstacle Course	\$ 350.00	
	Social Media and Other Expenses		
	Google Drive	\$ 29.99	
	Social Siren - Social Media creation, social media paid promotion, Google Ads, and two photoshoots	\$ 17,400.00	
	Keri's Payroll (30% of salary)	\$ 13,787.10	
	TOTAL Destination Marketing		\$ 55,539.79

Welcome Center Operation	Welcome Center Expenses	
	Welcome Center Rent	\$ 12,000.00
	Welcome Center Business Insurance	\$ 500.00
	Welcome Center Assistant (Jan-Dec 2023)	\$ 10,342.16
	KerberRose Trullion Software to implement lease standard and importing one lease into the software	\$ 575.00
	Welcome Center Office Supplies	\$ 3.71
	Welcome Center Email	\$ 93.00
	Decorating Welcome Center for Christmas	\$ 65.93
TOTAL Welcome Center Expenses		\$ 23,579.80

2022 Carryover Expenses paid in 2023		
	ATV Tracks	\$ 500.00
	Snow Tracks	\$ 500.00
	4th Quarter Payroll -January 3 for Dec 12-24	\$ 433.87
	Welcome Center Help Wanted Ad in Shoppers	\$ 289.50
	December 2022 Snowmobile Tourism Story	\$ 132.00
	December 2022 Tourism Email	\$ 7.75
		\$ 1,863.12

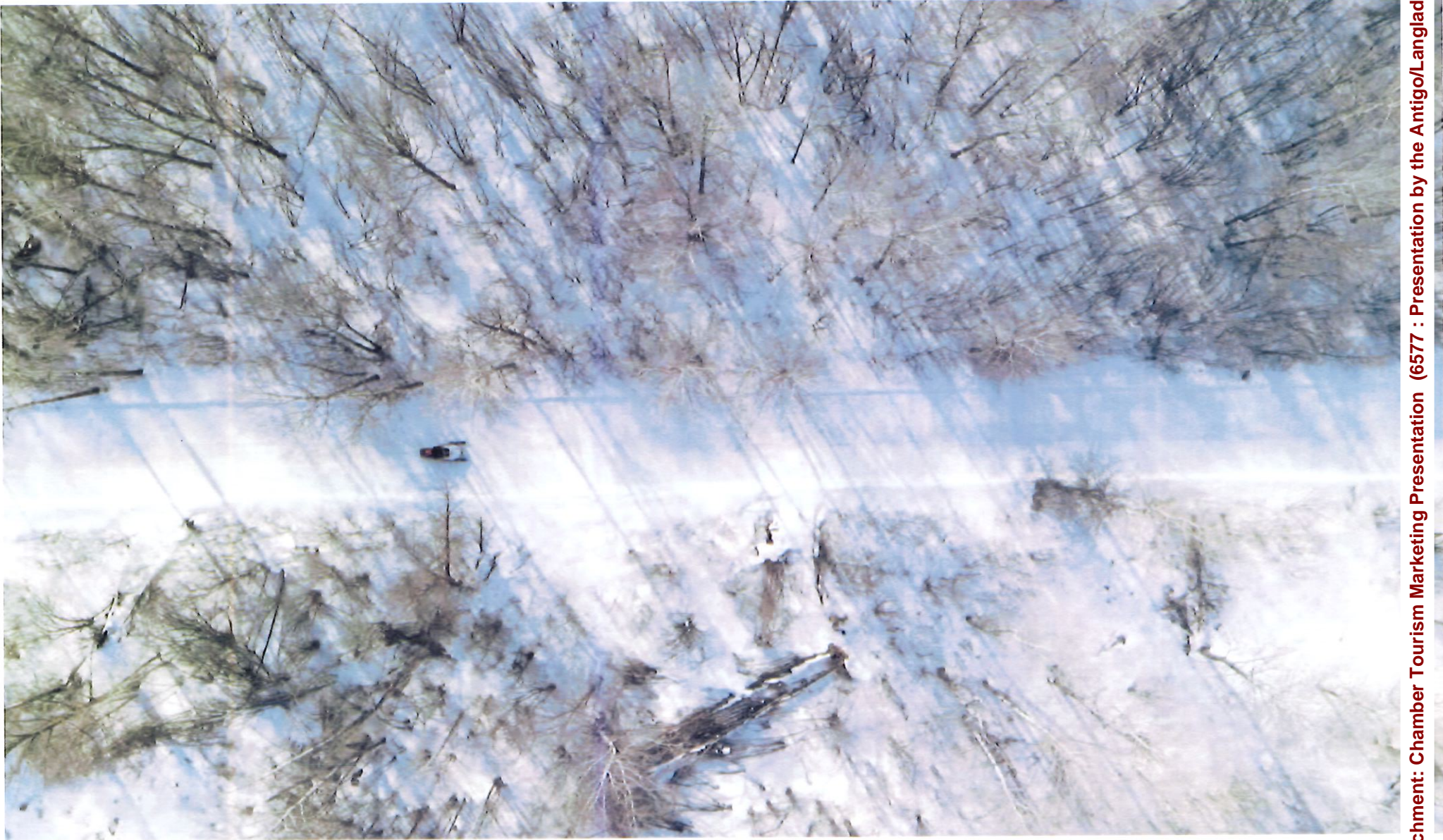
Income	
December 2022 Marketing and Prepays	\$ 17,761.07
2023 Hotel Motel Money Received	\$ 70,800.43
TOTAL Spent on Destination Marketing in 2023	\$ 88,561.50

Expenses	
Total Tourism Expenses to date	\$ 82,865.49
Amount committed in 2023	\$ 6,305.25

Attachment: Hotel Motel 2023 Money Spent (6576 : Presentation by the Langlade County Economic



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade



Our Missions

The Antigo/Langlade County Chamber of Commerce & Visitor Center embodies a collaborative partnership where two distinct organizations operate in unison with a shared commitment to advancing and showcasing our remarkable community.

As integral components of this cooperative entity, the Chamber and Visitor Center actively fosters tourism and business development within Langlade County. The facility serves as a centralized hub for visitors and residents and offers a comprehensive range of informational resources, including local, regional, and state brochures, maps, relocation packets, and business cards.

The mission of the Chamber:

Devoted to championing opportunities that contribute to the prosperity of businesses and the community.

The mission of the Visitor Center:

Committed to generating economic impact through tourism positioning Langlade County as an attractive visitor destination and strategically increasing the number of overnight stays

Langlade County Tourism 2023: A Year of Unprecedented Achievements

In the vibrant tapestry of Langlade County tourism, the year 2023 stands as a testament to innovation, collaboration, and exceptional dedication. From bolstering digital presence to hosting captivating events, the achievements of the year have shaped Langlade County as an increasingly sought-after destination.

Langlade County Tourism 2023: A Year of Unprecedented Achievements

- ✓ Social Media Growth
- ✓ Visitor Guide - Digital Presence
- ✓ Visitor Guide Printed
- ✓ Managed and responded to Langlade County Inquiries
- ✓ Developed and executed Destination Marketing
- ✓ Produced captivating video and photo content
- ✓ Enhanced the Visitors Center experience
- ✓ Successfully participated in sports shows
- ✓ Amplified our marketing efforts through collaborative campaigns
- ✓ Secured Tourism Grants
- ✓ Successfully organized and hosted events
- ✓ Positioned Langlade County as a premier snowmobile destination

Langlade County Tourism Economic Impact

Langlade County's economic vitality is significantly influenced by tourism, playing a pivotal role in driving business sales, fostering employment opportunities, and contributing substantially to tax revenue.



TOURISM CREATED

77 Million Total Economic Impact
Increase of 8.3% in 2022



TOURISM SUPPORTED

425 Employed
Total Labor Income of 12.3 Million
Decrease of 3.6% in 2022



TOURISM SPENDING

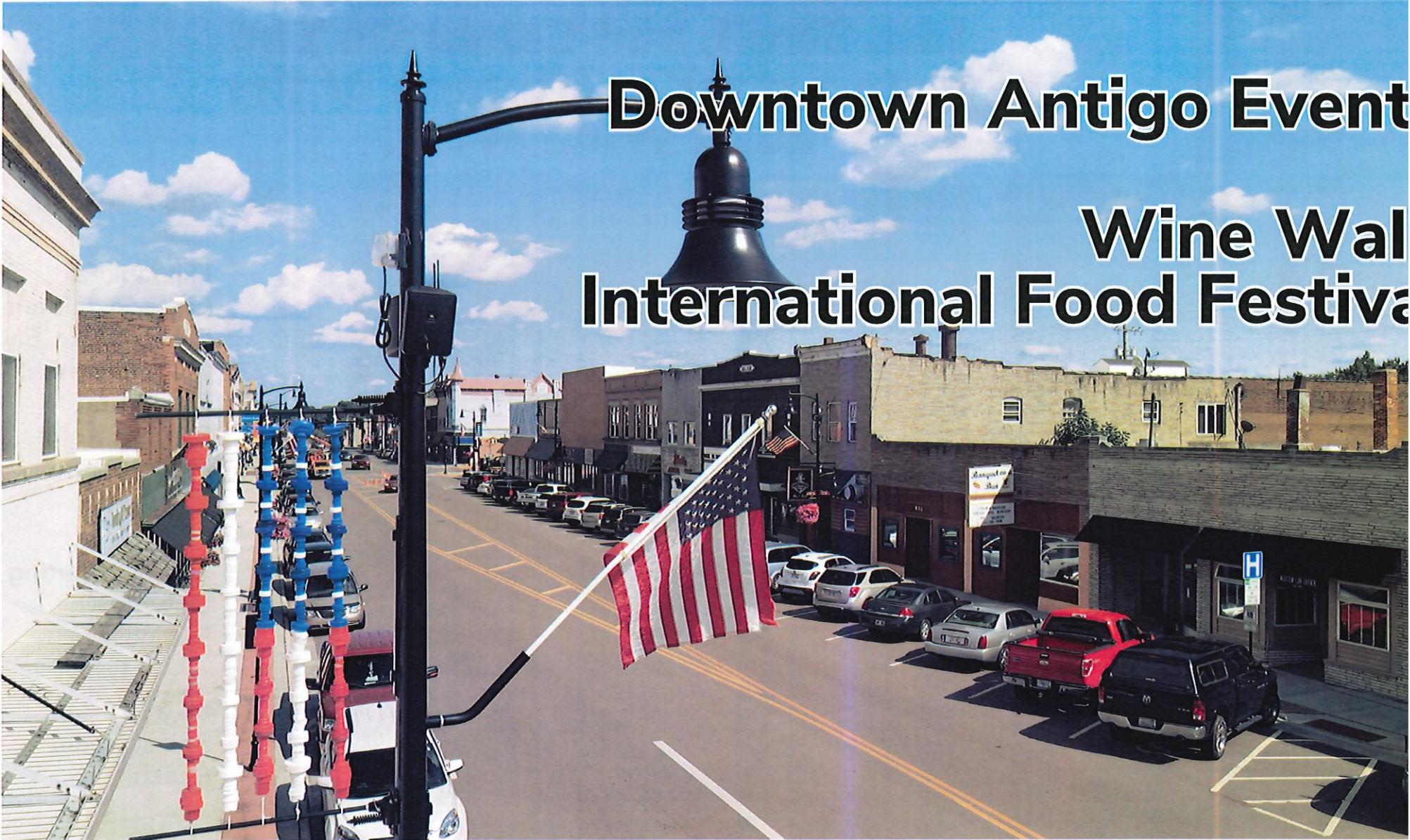
52.9 Million Direct Visitor Spending
Increase of 8.4% in 2022



TOURISM GENERATED

4.2 Million Tax Revenue
Increase of 2.2% in 2022

Looking ahead to 2023, our positive momentum is evident, projecting a 5.28% increase



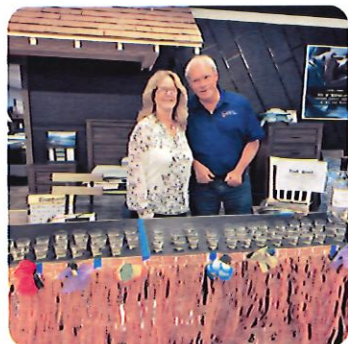
Downtown Antigo Event

Wine Walk

International Food Festival

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Sip, Stroll, and Celebrate The Unforgettable Triumph of the 2023 Wine Walk!



265 Attendees

Milwaukee, Chicago, Indiana, Fond du Lac, Wisconsin, Illinois, Missouri and Michigan.



26 Participating Downtown Businesses



86,246 Social Media Reach

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/LaGlade

Downtown Antigo's International Food Festival: A Flavorful Fiesta Unleashed with Overwhelming Success!



**This lively event drew over
200 participants from various
parts of Wisconsin, including
Oshkosh, Green Bay, and
Wisconsin Rapids.**

**28,070
Social Media Reach**

Chamber's Signature Celebrations: Uniting Community and Boosting Local Economy



Facebook

We have achieved a remarkable 63.4% increase in engagement on the Langlade County Facebook page.

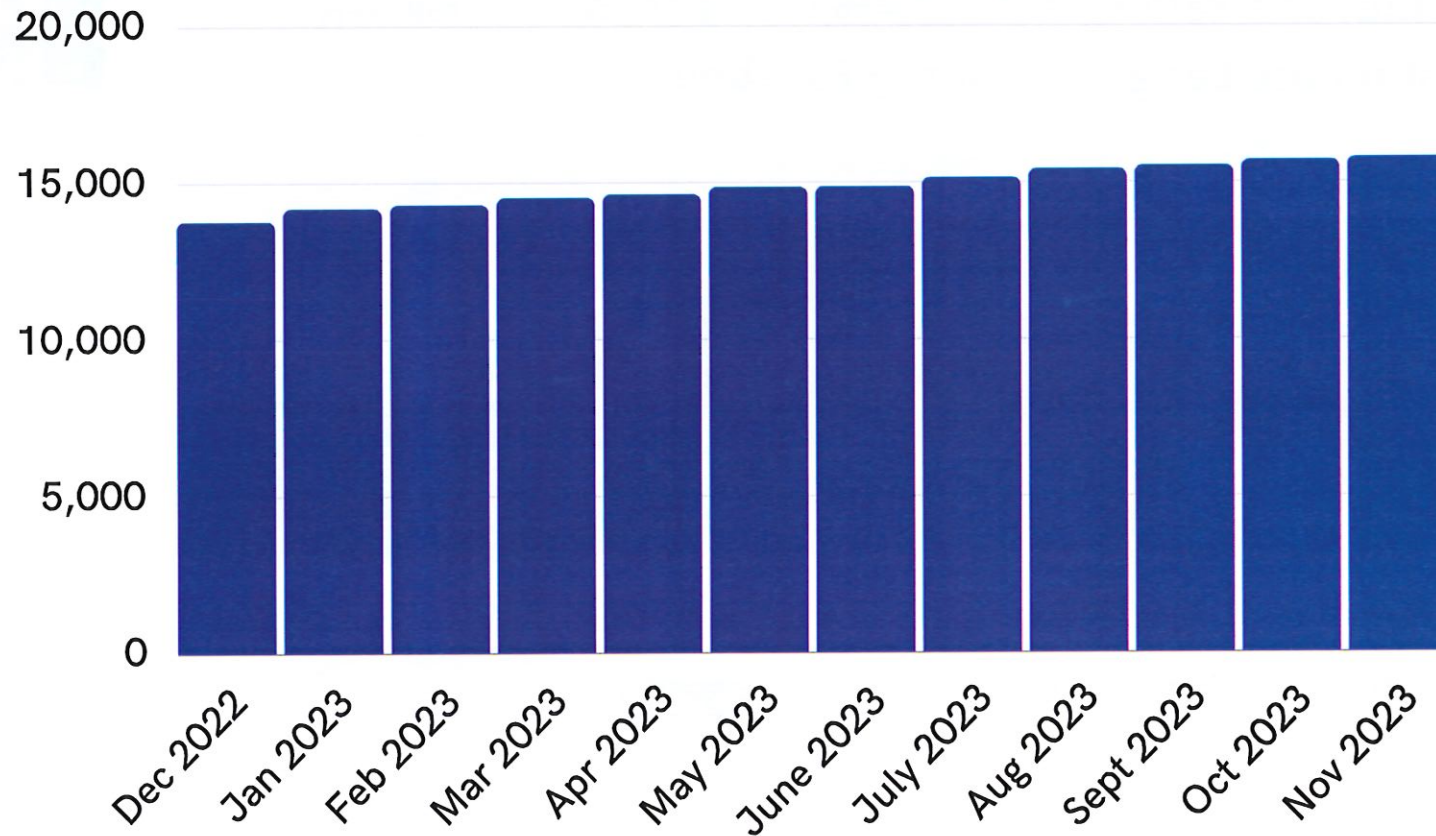


**Antigo/Langlade County
Chamber of Commerce & Visitors
Center**

Message

Liked

FACEBOOK FOLLOWER GROWTH



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Instagram


800
Followers


519
Content
Interactions



antigo_langladechamber [Follow](#) [Message](#)  

290 posts 800 followers 95 following

Antigo Chamber of Commerce

Tourist Information Center
Discover the endless activities, events, and FUN in Langlade County!
linktr.ee/antigolangladecountychamber

Followed by [montana_grabowsky](#)


5,182
Total Reach



Partners



Views



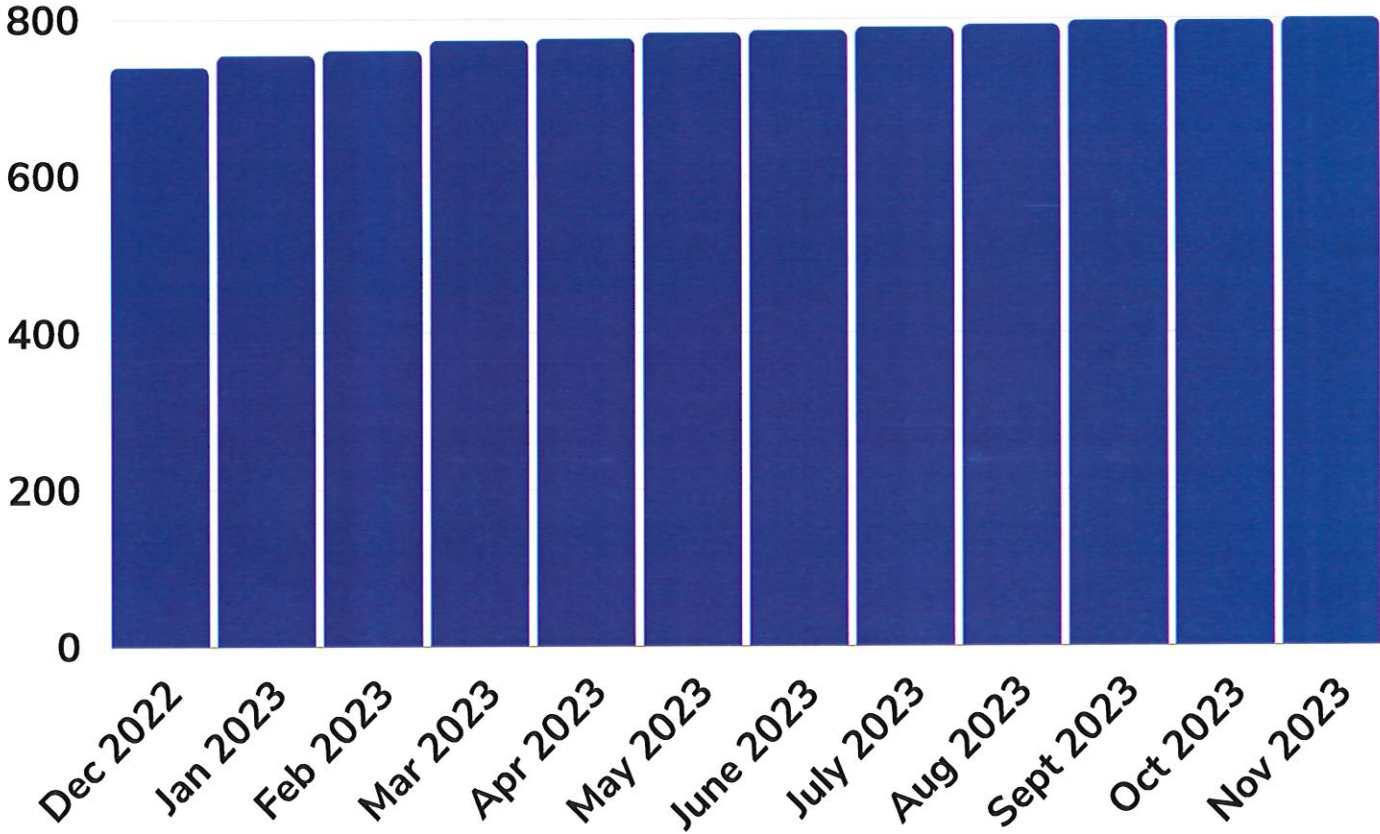
Events

 POSTS

 REELS

 TAGGED

INSTAGRAM FOLLOWER GROWTH



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

TikTok

The TikTok was launched Dec 2022

[Watch TikTok](#)

49 Followers

14.K Video Views



antigo_langladechamber

Antigo/Langlade County Chamber

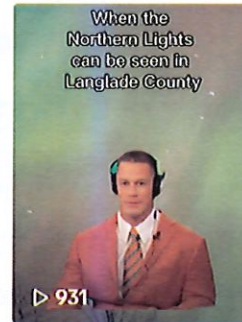
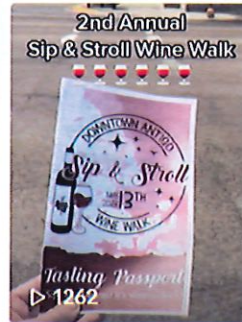
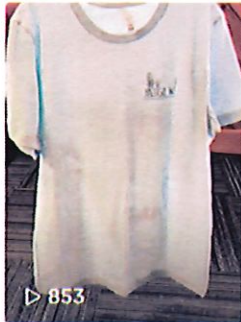
Follow

25 Following 49 Followers 1172 Likes

Discover the endless FUN in Langlade County, Wisconsin!!

Videos

Liked

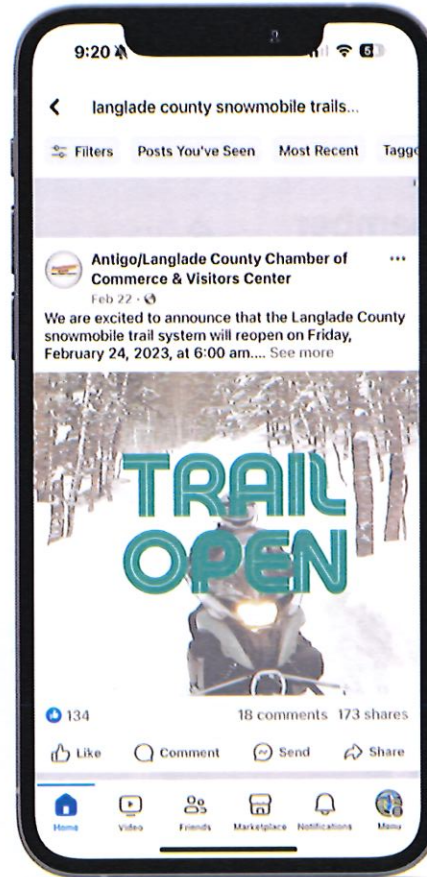


Top Facebook Posts



MAY 17, 2023
 27,407 people reached, 75 reactions, 7 comments, 11 shares, 383 post clicks

FEBRUARY 22, 2023
 40,039 people reached, 323 reactions, 18 comments, 173 shares, post clicks 53

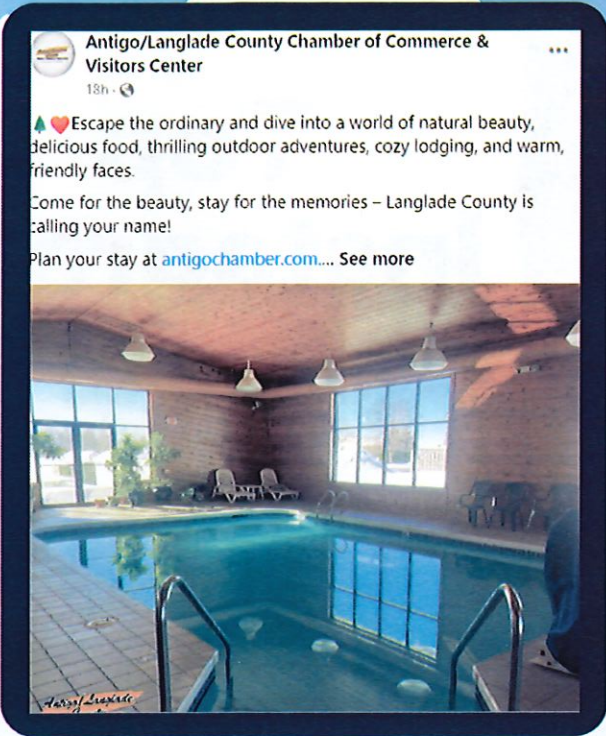


JANUARY 25, 2023
 20,548 people reached, 10 reactions, 2 comments, 11 shares, 221 post clicks

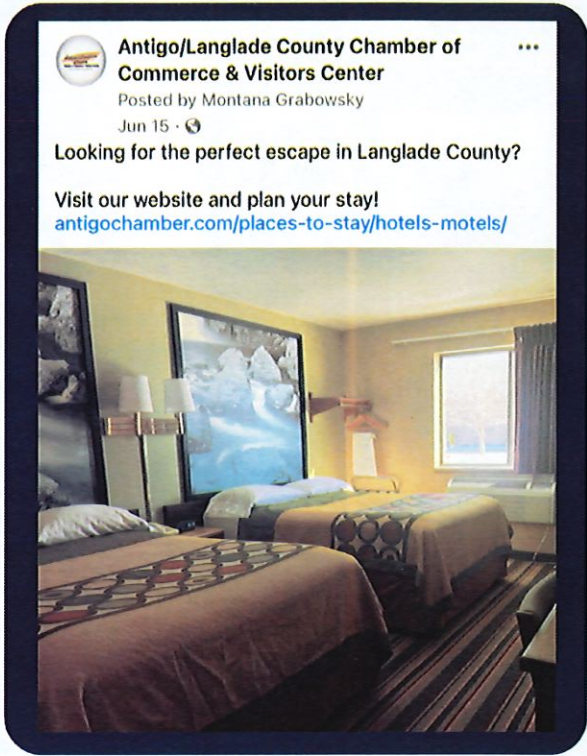


Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Lodging Facebook Posts



ROOM TAX revenue provides the mechanism that ensures the ongoing funding for the marketing of Langlade County. Promoting Langlade County Lodging is integral to ensuring the marketing and promotional funds.



January 4, 2023

265 people reached
44 engagement
314 Impressions

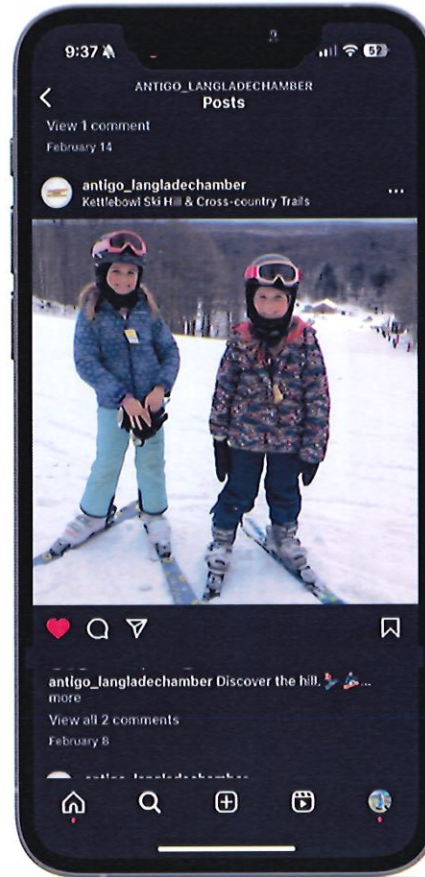


August 16, 2023

408 people reached
34 engagement
329 Impressions

February 8, 2023

275 people reached
29 engagement
311 Impressions

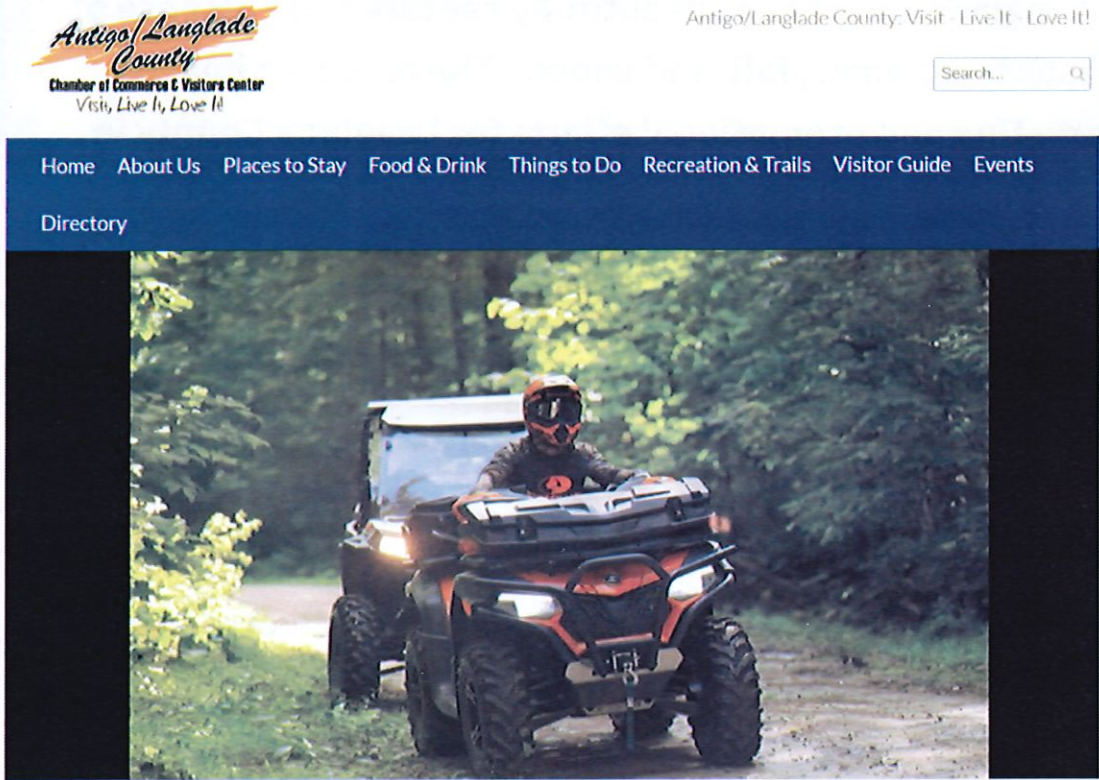


Top Instagram Posts



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Tourism Website



Users - 72,889



New Users - 84%

Our Tourism Website received a 2023 update, highlighting all the fantastic lodging and dining options in Langlade County.

Top Referral site: Antigo/Langlade County Chamber of Commerce & Visitors Center Facebook Page.

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Langlade County Visual Showcase: Summer, Fall, and Winter

Our extensive photo and video shoot across Langlade County has beautifully captured the essence of our stunning county across three distinct seasons—summer, fall, and winter. The resulting images and footage will play a pivotal role in our marketing and promotional efforts for Langlade County in 2024.

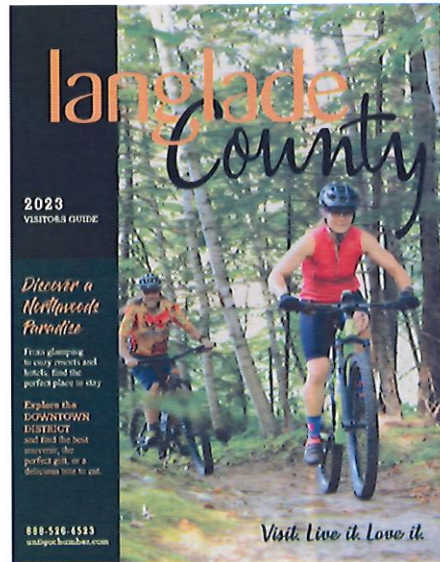
The vibrant hues of summer, the captivating foliage of fall, and the serene landscapes of winter have all been meticulously documented to create a compelling visual narrative. These visuals will serve as the cornerstone of our promotional campaigns, aimed at attracting travelers in 2024.

Keep in mind that these images and videos are not just a documentation of the county's beauty—they are powerful tools that will be strategically employed to showcase Langlade County's diverse attractions and create an enticing invitation for prospective visitors in the upcoming year.



Langlade County Photography/Videography

2023 Langlade County Visitors Guide The Gateway to Adventure



Digital Views

Impressions 41,026
Reads 14,253
Clicks 702
Downloads 586

Avg Read Time 2:47 min

Print Distribution

40,000 total
12,000 Vector & Ink
10,000 5-Star Marketing
12,000 Langlade County Visitors Center
6,000 Langlade County EDC

Our 2023 Visitors Guide is the passport to the treasures of Langlade County. Available at distribution racks locally, state-wide, in Northern Illinois, and at sports shows, the guide is a comprehensive companion for discovering the best of what our county has to offer.

Whether a traveler is seeking lodging, dining recommendations, information on recreational activities, details about upcoming events, or insights into the local attractions that make Langlade County special, this guide covers it. Travelers can grab a physical copy at one of our convenient distribution points or explore it digitally on our tourism website for easy access anytime, anywhere.

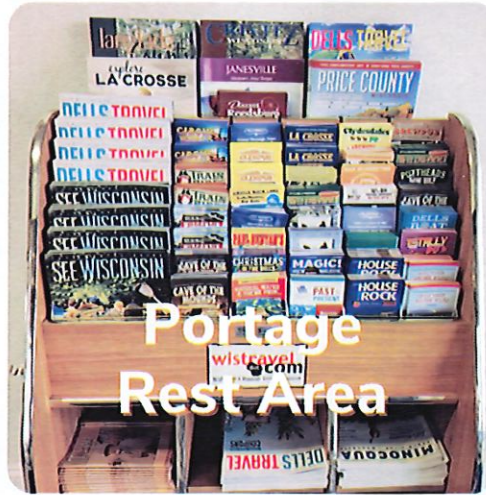
The Langlade County 2023 Visitors Guide is more than a brochure; it's an invitation to immerse in the charm and excitement of our county, ensuring that every traveler finds their own adventure in Langlade County.



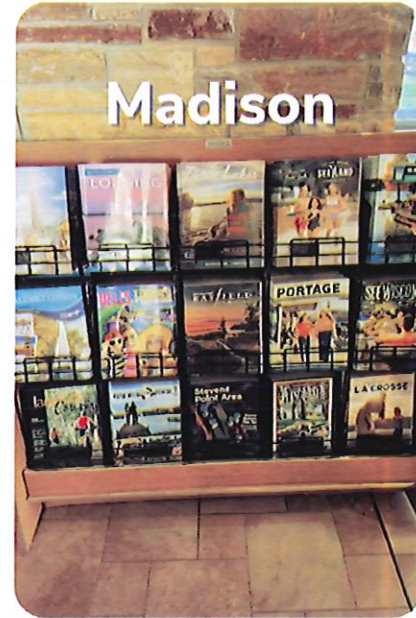
Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade



Kenosha Rest Area



Portage Rest Area



Madison



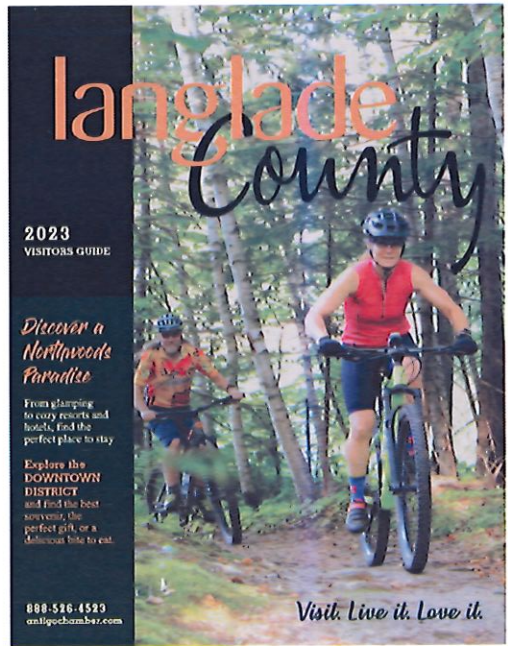
Beloit Rest Area



Milwaukee

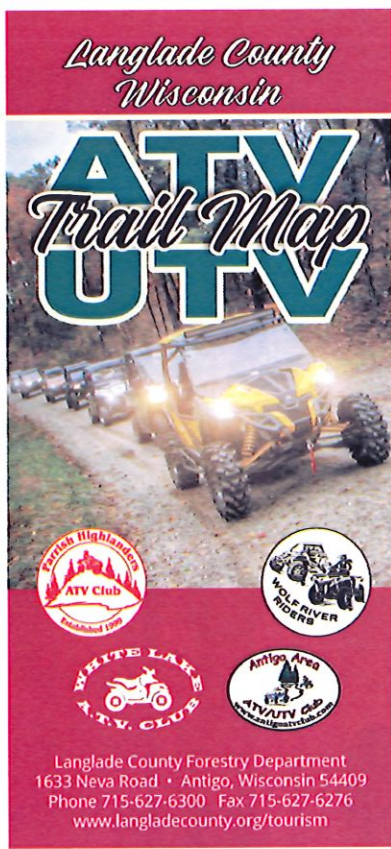
**Visitor
Guide
Distribution**

Langlade County Inquiries



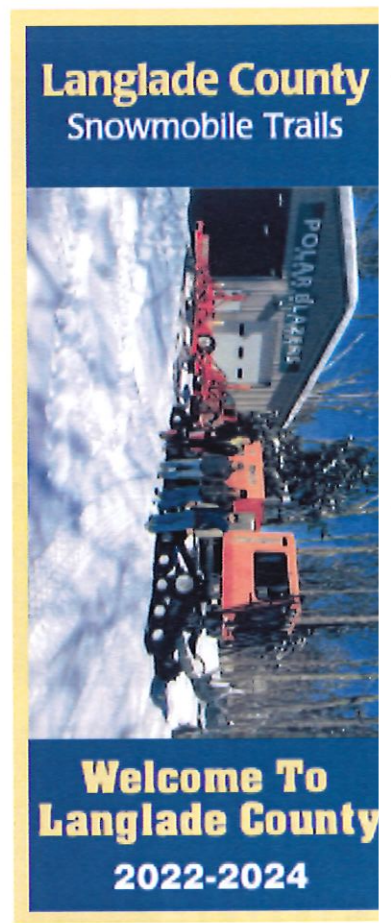
2023 Visitor Guide

- antigochamber.com inquires: 3,016
- Visitors Center distributed: 4,251
- Distributed to other Chambers and CVBs: 1,550
- Destination WI website: 183
- Sport shows: 2,850



ATV/UTV Map

Langlade County
ATV/UTV
Map requests 623



Snowmobile Map

Langlade County Snowmobile
Map requests 402

Attachment: Chamber Tourism Marketing Presentation (6577) : Presentation by the Antigo/Langlade



It's All About the Experience
Destination Marketing and Promotion

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

2023 Marketing Expenditures

Room Tax Budget of \$23,600.14

2023 Visitors Guide Distribution	\$10,800
Sports Shows	\$4,935
Tourism Conferences	\$1,425
Social Media	\$5,200
Photo/Video Shoot	\$2,400
Northwoods of WI (NOW)	\$2,000
Desination Wisconsin	\$1,250
2023 Total Maketing Expenses	\$28,010

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

GREEN BAY



At the 2023 Expo, we distributed 1,085 Visitor Guides to attendees inquiring about Langlade County

The Green Bay RV & Camping Expo successfully occurred at the Resc Expo from January 26-29, 2023. With a remarkable history spanning over 50 years, this event entertained numerous outdoor enthusiasts and showcased the latest advancements in RV and camping products.

Our strategic marketing efforts, including a targeted 3-day Facebook campaign, achieved substantial engagement with a reach of 8,395. The incorporation of appealing features such as raffle drawings and exclusive logo merchandise contributed to the overall success of the Expo.

The event served as an invaluable opportunity to connect with attendees actively planning getaways and gearing up for the upcoming camping season. With an impressive array of new products and exhibitors, this year's Expo attracted a substantial crowd, resulting in heightened traffic at our Langlade County Tourism.

The RV Show draws an average attendance of 15,000.



At the 2023 Expo, we distributed 870 Visitor Guides to attendees inquiring about Langlade County!

Having successfully participated in the Milwaukee Sentinel Sports Show in March 2023, our four-day Facebook campaign garnered an impressive 8,519 reach. Our booth featured an enticing combination of a raffle drawing and exclusive logo merchandise, attracting a significant number of attendees.

The event, renowned as the premier showcase for outdoor enthusiasts, provided a dynamic platform to highlight Langlade County. The diverse array of outdoor activities, from fishing and hunting to kayaking, boating, and hiking, allowed us to effectively engage with a broad audience of outdoor sports enthusiasts.

With an average attendance of 20,000, the show proved to be a valuable opportunity for us to connect with attendees, allowing us to establish meaningful connections within the outdoor sports community.

Wisconsin Open Season Sportsman's Expo



At the 2023 Expo, we distributed 790 Visitor Guides to travelers inquiring about Langlade County!

The Wisconsin Open Season's Sportsman's Expo at the Kalahari Resorts & Conventions in Wisconsin Dells during late March proved to be yet another triumph for us, as we efficiently distributed 790 Visitor Guides to attendees seeking information about Langlade County. Additionally, our 2-day Facebook campaign achieved a notable reach of 9,083. To enhance our booth's attractiveness, we implemented a raffle drawing and featured logo merchandise, effectively drawing attendees to our exhibit.

Situated conveniently off I-90/94, the Kalahari Resorts & Conventions provided easy accessibility to the Expo. This state-of-the-art venue boasts over 200,000 square feet of usable space and a comprehensive range of amenities.

The 2023 Wisconsin Open Season Sportsman's Expo showcased the latest products, gear, and equipment for hunting, fishing, and outdoor enthusiasts. This platform allowed us to captivate the attention of the 20,000 attendees, enabling us to showcase Langlade County's exceptional outdoor amenities.

Langlade County Visitors Center

Our Visitor Center, strategically located at the southern entrance of Antigo, serves as the ideal gateway to Langlade County, making it the perfect starting point for an exploration of the county. Catering to the diverse needs of travelers, our center captivates attention and offers comprehensive information on local attractions, accommodations, dining options, maps, guides, and various other resources pertinent to tourism.

Our well-informed tourism staff at the Visitor Center take pleasure in recommending specific sites and attractions tailored to the unique interests of visitors. Complementing our personalized assistance, we provide 24-hour outdoor tourism information kiosks, along with a 24/7 toll-free number (888-LANGLADE) that enables travelers to seamlessly request information and obtain up-to-date trail reports. The convenience of easy access, ample parking facilities, and dedicated outdoor green space for dog walking further enhance the overall visitor experience.



Visitor Center 24-Hour Outdoor Kiosks



In 2023, our Visitor Center had 17,898 unique direct contacts with visitors.
The Visitor Center greeted 7,302 personally and 10,596 in phone calls/emails.

Visitor Center



Our Visitors Center offers travelers local, regional, and state information, including our Langlade County Visitor's Guide, Trail Maps, Dining Menus, Lodging, and Business Information.

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Collaborative Marketing

- Partner with Northwoods of Wisconsin (NOW)
- Partner with the ATV/UTV Consortium of 4 counties
- Partner with the Ice Age Trail Alliance for Langlade County's 50th Anniversary Celebration and Hike
- Member of Destinations Wisconsin, the "go-to" expert on local destination marketing and management for the Wisconsin Tourism Industry
- Member of the Wisconsin Bike Federation, the place for all things biking
- Member of WATVA, assisted in promoting our Four-County ATV/UTV grant
- Partner with Explore Downtown District Event, Marketing, and Promotions Initiatives
- Partner with EDC to develop the 2023 Langlade County Visitors Guide
- Partner with EDC, the City of Antigo on Everbridge, and the Community Calendar
- Partner with the Wolf River Territory.
- Partner with Pickerel Pearson Business Association.
- Partner with Post Lake Improvement Association.

Tourism Conferences

- Destinations Wisconsin's annual fall tourism conference offers keynote speakers, breakout sessions, and networking with other tourism partners to enhance our marketing efforts.
- Wisconsin Governor's Conference on Tourism is the state's premier educational and networking event for travel professionals and destination marketers.

We Love the Northwoods JEM Grant

The Northwoods of Wisconsin (NOW) is a regional marketing consortium composed of destination marketing organizations (DMOs) from six counties: Forest, Iron, Lincoln, Langlade, Oneida, and Price.

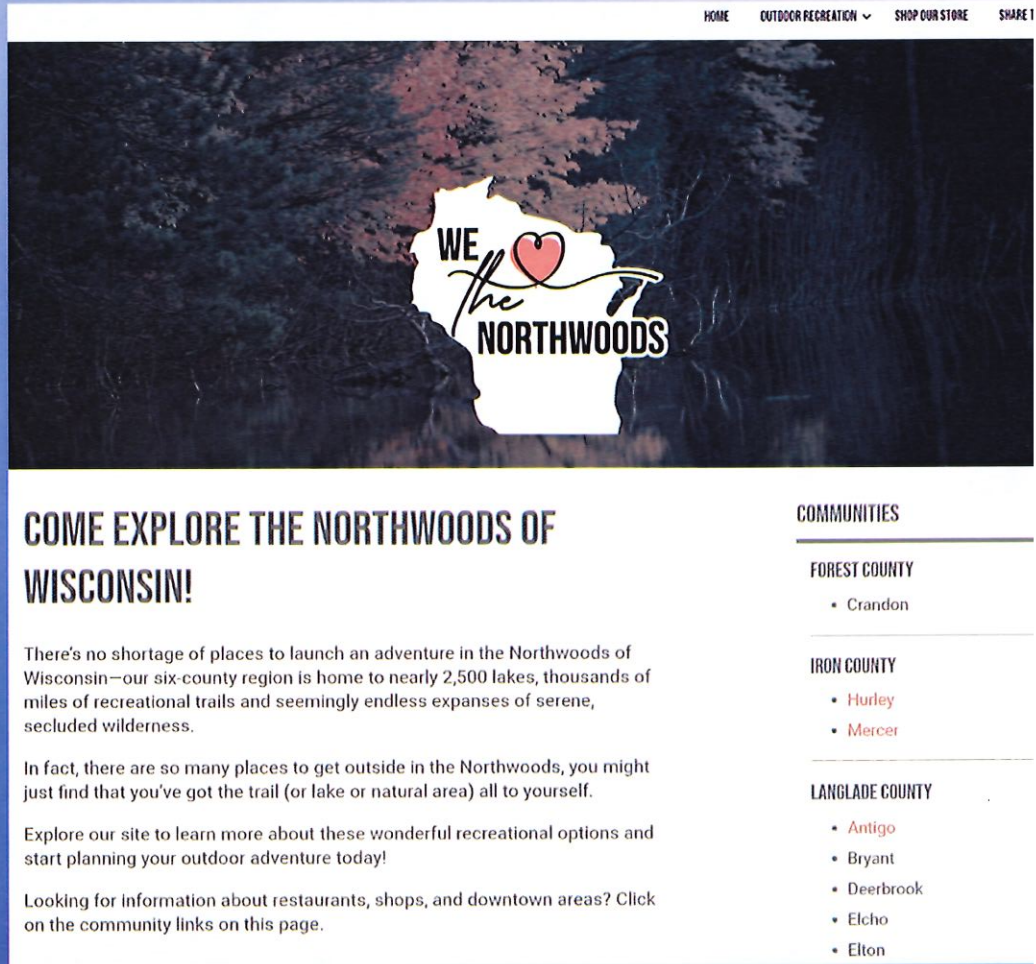
Objectives: Outdoor sports such as fishing, biking, hiking, ATVing, snowmobiling, skiing, and snowshoeing

45,200 Facebook Followers

3,292 Instagram Followers

17,550 e-newsletter subscribers

The economic impact of \$6,438,924



Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

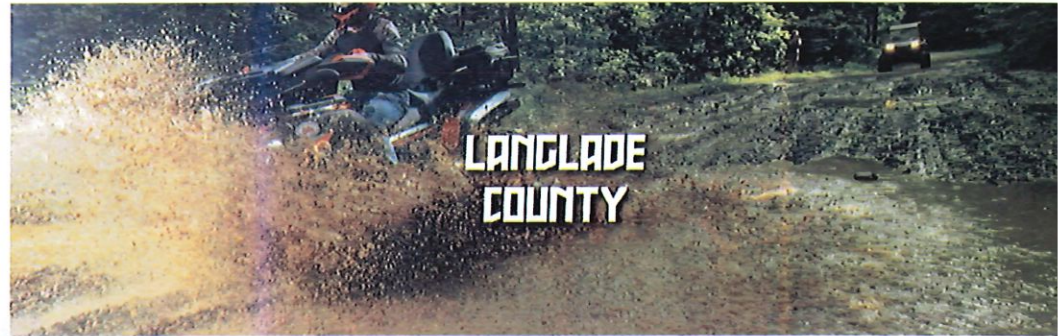
ATV/UTV JEM GRANT

Destination marketing organizations in Antigo/Langlade County, Forest County, Three Lakes, Rhinelander Area, Tomahawk, Minocqua/Arbor Vitae/Woodruff, and Merrill partnered on a research project to learn more about the ATV/UTV market segment to message more effectively to these active travelers. The research was implemented to promote ATV/UTV opportunities in northern Wisconsin during the shoulder season.

- 15,000 website visits on northwoodsatv-utv.com
- 10,000 distributed maps/rack cards
- 500 returned surveys
- Estimated economic impact of \$362,600
- Banner Ads
- Print Ads
- Social Media
- Press Releases
- Estimated earned media value: \$153,310



Counties ▾ Routes/Trails ▾ Clubs ▾ Resource



ATV/UTV Pre-Ride Checklist
Having fun on the trails and staying safe go hand in hand!

PLAN...

- Plan your ride and research the area and weather conditions before you head out.
- Plan for comfort by wearing long sleeves and gloves and weather appropriate clothing.

USE...

- Wear a DOT-certified helmet, goggles or visor.
- Wear weather-appropriate clothing and plan for unexpected weather changes.

INSPECT...

- Always inspect your machine before your ride to make sure you're safe and legal.
- Always ride with someone else.

KNOW...

- Know your machine's limits and follow all state.
- Know where you're riding and use a map, hand GPS or smartphone.

SLOW DOWN...

- Slow down when the trail bends—and don't cut.
- Slow down at night and ride no faster than your lights safely allow.

NEVER...

- Never drink or use any drugs that might impair ability to ride safely.
- Never hit the trail without telling someone back home base your trip details.

Follow these guidelines every time you ride. Make it a habit. They will keep you safe and on the trail for years to come. Now get out there and ride!

northwoodsatv-utv.com

SUPPORTED BY TRAVEL WISCONSIN

Clarification of Roles for Enhanced Collaboration between Chamber and EDC for the Benefits of Langlade County

Currently, there is an absence of well-defined roles between the Antigo/Langlade County Chamber of Commerce & Visitors Center (The Chamber) and Langlade County Economic Development Corporation (EDC). In our pursuit of optimizing collaboration with the overall goal of benefiting Langlade County, we recognize the need for a clear definition of roles and responsibilities. To ensure our collective effectiveness is maintained. We need to clarify the roles of The Chamber and EDC:

The role of The Chamber is to promote and market Langlade County. We attract travelers for weekend getaways and extended week-long stays, thereby enhancing tourism dollars spent within our county. The Chamber acts as the beckoning force that draws visitors to explore the unique offerings of Langlade County.

The role of the EDC is to concentrate on economic development. They are to contribute to innovation, heightened literacy rates, job creation, environmental improvements, increased wealth generation, and labor support, thereby enhancing the quality of life for Langlade County residents.

Once visitors are drawn to the allure of Langlade County through The Chamber's promotional and marketing efforts, the EDC steps in to ensure their experience is not just transient but leaves a lasting impression, inspiring them to consider a deeper connection with our community, enhancing our public spaces, trail systems, recreational amenities, and new and existing businesses. In this collaborative vision, the Chamber attracts visitors, and the EDC creates an environment that retains visitors, fostering a sense of community that encourages long-term investment and engagement.

Our collaborative journey aims not just for short-term success but a lasting legacy of prosperity. By enhancing our community's appeal, we create an environment that thrives economically, socially, and culturally.

As per state statute, room tax utilization is intended to impact transient tourists and significantly generate paid overnight stays.

To enhance collaboration and streamline efforts, 100% of the 70% of room tax funds should be allocated to The Chamber for dedicated marketing and promotional activities. This allocation will empower The Chamber to maximize its role of making Langlade County a premier destination.

By clearly defining our roles, we anticipate a more cohesive and coordinated approach, ultimately positioning Langlade County as a must-visit destination. This is the key to unlocking Langlade County's full potential. Together, we can embark on a future where our community flourishes and becomes a beacon of success.

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Boosting Tourism in Langlade County: A Comprehensive Work Plan

Tourism stands as a cornerstone for the economic vitality and collective well-being of Langlade County. In understanding its pivotal role, we embark on a comprehensive work plan designed to amplify the impact of tourism in our county. This work plan aims to attract visitors and foster lasting connections, ensuring our county's sustainable and prosperous future.

Goals and Objectives

Amplify economic impact, nurture relationships, preserve our natural resources, and ensure Langlade County remains a vibrant and sought-after destination.

Maintaining and Encouraging Repeat Visits

Implement experience passports, special promotions, and collaborations with local businesses to incentivize visitors to return.

Increasing New Visitors

Expand the overall visitor base. Launch targeted marketing campaigns in key geographic areas, collaborate with online travel platforms, and establish partnerships with nearby destinations for cross-promotion to attract new visitors to Langlade County.

Attending Sportshows to Showcase Outdoor Recreation

Highlight Langlade County to a captive audience. Participate in sports shows offering a variety of outdoor recreation, engaging with enthusiasts directly, and showcasing the diverse range of outdoor activities available in Langlade County.

2024 Visitor Guide

Feature lodging, dining, recreation, business directory, and more. Leverage the 2024 Visitor Guide as a comprehensive resource to highlight key aspects of Langlade County, offering visitors a complete overview of lodging options, dining experiences, recreational activities, and a business directory.

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Strengthen partnerships with local establishments

Collaborate with shops, restaurants, and lodging establishments to create exclusive packages and highlight unique offerings for tourists.

Enhancing Outdoor Recreation

Promote Langlade County's natural beauty and outdoor activities. Work with adventure sports clubs and promote outdoor events to position the county as a diverse and year-round destination.

Reaching a Younger Audience (Gen Z/Millennials)

Connect with and attract younger demographics. Tailor social media campaigns to younger audiences, collaborate with influencers popular among this demographic and highlight experiences and activities appealing to Gen Z and millennials.

Increasing Shoulder Season Traffic

Expand tourism during off-peak seasons. Introduce special events, festivals, and promotions designed explicitly for shoulder seasons to attract visitors during traditionally quieter times.

Grow Social Media Presence

Expand the reach and engagement on social media platforms. Connect with content creators, behind-the-scenes glimpses, and interactive campaigns to increase followers and engagement on platforms like Instagram, Facebook, and TikTok.

Staying on Top of Social Media Trends

Remain current with social media platform trends. Regularly update content based on platform trends, utilize emerging features, and actively monitor and respond to audience feedback to stay relevant and engaging.

Keeping Abreast of Traveler Trends

Align strategies with evolving traveler preferences. Stay informed on travel industry trends, adapt marketing strategies accordingly, and leverage data analytics to gain insights into visitor behavior and preferences.

Unveiling 2024 Travel Trends: Hilton's Insights and Forbes' Discoveries

As we embark on a new year, travel enthusiasts eagerly anticipate the unfolding trends shaping their journeys in 2024. In Hilton's 2024 Trends Report, Forbes has unearthed some fascinating insights into the evolving landscape of travel. One prevailing theme takes center stage - the modern traveler's prioritizing experiences. Hilton's report highlights a surge in interest among travelers (85%) to explore the unknown, indulge in local cuisine (64%), and immerse themselves in learning about customs and traditions (48%) during their vacations.

Spending Shifts and Priorities:

In the face of rising living costs, Hilton's study reveals a paradoxical trend. While the cost of living squeezes U.S. households, consumers will allocate more funds to leisure travel in 2024. A significant portion (52%) is strategically trimming expenses in other areas to ensure travel take precedence.

Generational Perspective:

Unsurprisingly, Gen Z and Millennials stand out as the driving force behind this travel surge. Beyond merely prioritizing travel, these demographics are committed to spending more on their adventures in 2024. Their dedication to exploring the world goes hand in hand with the global trend of trimming personal spending for travel pursuits.

Wellness in Focus:

Hilton's report delves into the evolving preferences of modern travelers, emphasizing the importance of personal wellness. A good night's sleep is increasingly becoming a pivotal aspect of the travel experience, reflecting a heightened desire for rest and relaxation following the challenges of recent years.

Experiences Over Possessions:

In a notable shift, modern travelers are valuing experiences over material possessions. As individuals plan their budgets for 2024, Hilton's study identifies culinary experiences as a top priority. Additionally, 47% of respondents prefer exploration and adventure, with Gen Z and Millennials earmarking more of their budget for these immersive experiences than other generations.

Conclusion:

As we navigate the travel landscape of 2024, the trends unveiled by Forbes and Hilton's comprehensive report shed light on a dynamic and evolving industry. From a renewed focus on experiential travel to the prioritization of personal wellness and seamless digital solutions, travelers are embracing a new era of exploration and adventure. Knowing these trends helps us navigate to promote Langlade County.

EFFECTIVE MARKETING DEPENDS ON WHAT YOU SAY AND HOW YOU SAY IT



*Antigo/Langlade
County*
Chamber of Commerce & Visitors Center
Visit, Live It, Love It!

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

In 2024, our marketing and promotional strategy is adapting to a reduced budget of \$23,000. Despite the financial constraints, our focus remains on maximizing impact and optimizing cost-effective channels. We prioritize targeted digital campaigns, leveraging social media platforms, and exploring partnerships for cross-promotion. By emphasizing creativity and strategic planning, we aim to ensure that every marketing dollar is spent efficiently to enhance visibility and drive engagement. This streamlined budget requires a nimble and inventive approach, and we are confident in our ability to achieve meaningful results through resourceful and well-calculated marketing initiatives.



2024 Marketing & Promotion Reduced Budget

2024 Visitors Guide & Distribution	\$10,800
Sports Shows (attend 3)	\$4,935
Social Media Marketing	\$3,600
Tourism Conference	\$1,425
Destivation Wisconsin	\$1,200
Northwoods of WI (NOW)	\$2,000
2024 Marketing Total	\$23,960



2024 Marketing & Promotion Increased Budget

For 2024, we highlight an increased marketing promotional budget of \$94,000, empowering us to elevate presence and engagement to new heights. With expanded financial allocation, we strategically invest in diverse channels to reach a broader audience. Our comprehensive strategy encompasses robust digital marketing campaigns, influencer collaborations, and targeted traditional advertising efforts. The augmented budget allows for more extensive market research, enabling us to refine our messaging and tailor campaigns for maximum impact. We are excited about the potential for increased creativity, innovation, and visibility that the enhanced budget affords us, and we look forward to achieving substantial growth and success in the coming year.

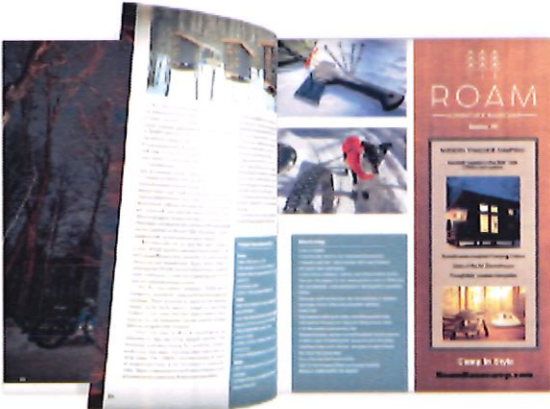
Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

2024 Tourism Marketing & Promotion Budget - \$94,000

Wisconsin Bike Federation	\$1,400
Geofencing	\$15,000
Destination Wisconsin	\$1,250
Guest Quest Traveler	\$2,300
Spectrum Reach	\$8,050
Travel Wisconsin	\$2,300
2024 Visitors Guide & Distribution	\$10,080
WI Bike Trails (AAA)	\$2,000
Wisconsin Travel Stories	\$5,300
Social Media Campaigns	\$6,200
WI Hotel & Lodging Association	\$2,800

Content Creators	\$7,200
Experience Passports	\$6,500
Fun in Wisconsin Guide	\$1,900
ATV/Snowmobile Trails Guide	\$900
Special Events Guide	\$875
Tourism Sports Shows (attend 6)	\$5,000
Special Events Grant Fund	\$4,000
Northwoods of Wisconsin	\$2,000
Tourism Conferences	\$1,725
Tourism Website	\$1,250
Visitors Center & Staff	\$6,000

Wisconsin Bike Federation



AUDIENCE

- » 15% of our readers are under the age of 39
- » 54% of our readers are between 40 and 59
- » 31% of our readers are between 60 and 80

- » 82% of members have an annual income over \$50,000
- » 64% of members have an annual income of over \$75,000
- » 44% of members have an annual income of over \$100,000
- » 20% of members have an annual income of over \$150,000

DISTRIBUTION & CIRCULATION

Our circulation area includes Wisconsin, Minnesota, Chicago-area, Michigan's Upper Peninsula, and portions of lower Michigan and northeastern Iowa.

TOTAL READERSHIP
50,000+

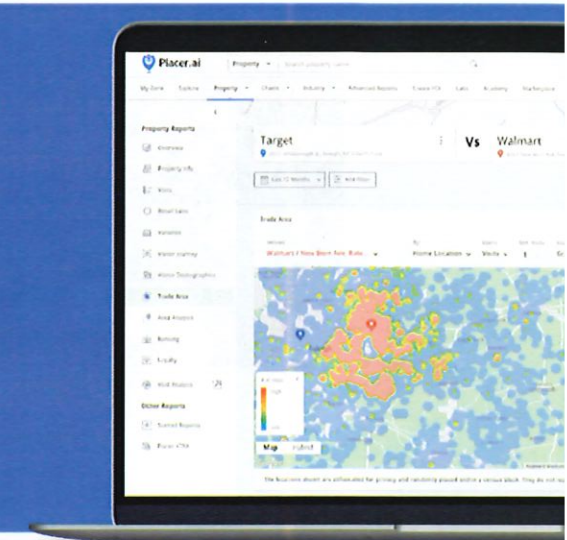
Geofencing

Better understand Tourist Visitation and Impact

Civic

Drive Economic Success in Your Community

Get location analytics for any city, district, or region to boost economic performance and increase visibility.



How much citywide visitation comes from tourists?

- Where do they come from?
- How far do they travel?
- How much do they impact customer mix?
- What are their demographics?
- Where do they like to grocery shop?

Boost Travel and Tourism
Identify where visitors come from,
where they stay, and the sites they visit
to increase tourism.

Destinations Wisconsin



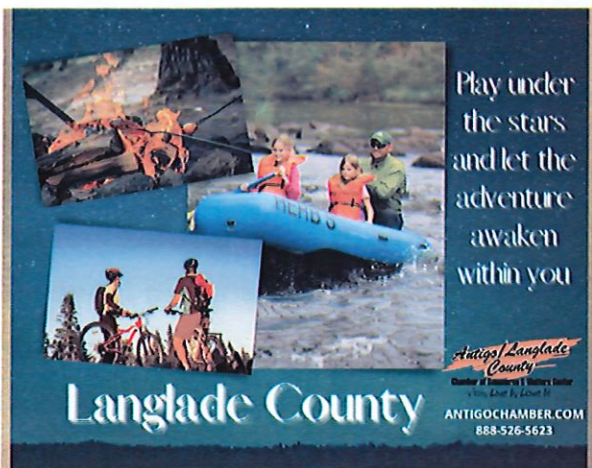
GET IN TOUCH

- PHONE
[\(715\) 623-4134](tel:7156234134)
- WEBSITE
[Visit Website](#)
- EMAIL
antigocc@frontier.com
- VISITOR GUIDE
[Download Guide](#)

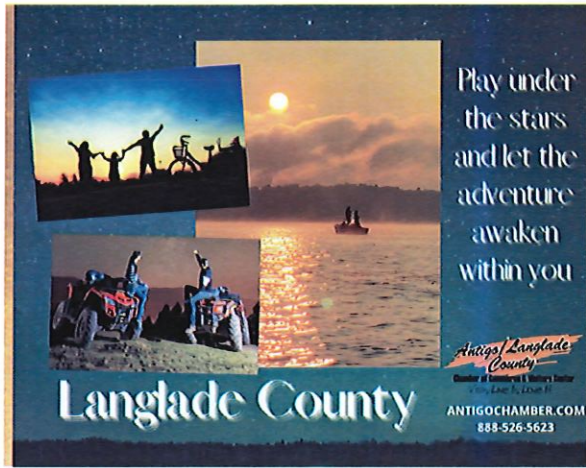
The Antigo/Langlade Chamber of Commerce & Visitors Center is a member of Destinations Wisconsin that strengthens the state's tourism entities through industry education, marketing, networking, and advocacy. We aspire to develop and unify our 40+ member tourism entities to advance tourism promotion and development in Wisconsin.

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

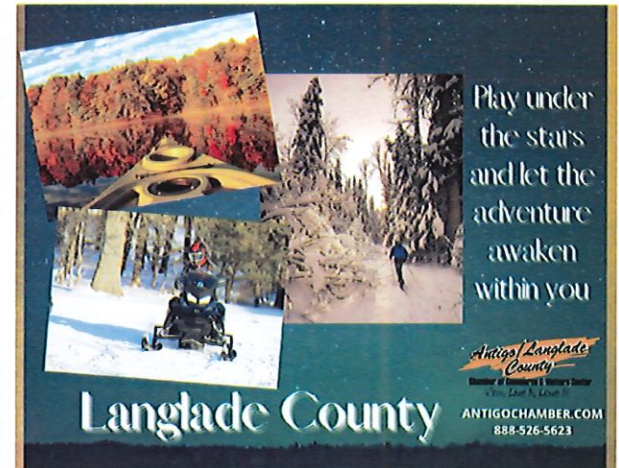
Guest Quest Traveler Online & Prints Ads



Spring



Summer



Winter

**Converts inquiries into leads, requesting our
Langlade County Visitors Guide.**



Spectrum
REACH

Built for What's Now and
What's Next

Spectrum Reach

Spectrum Reach is your trusted media expert, delivering multiscreen solutions to grow your message in front of the right audiences. We connect businesses to consumers across every screen alongside premium video content.

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Travel Wisconsin Sponsored Social Media Posts & Traveler Magazine



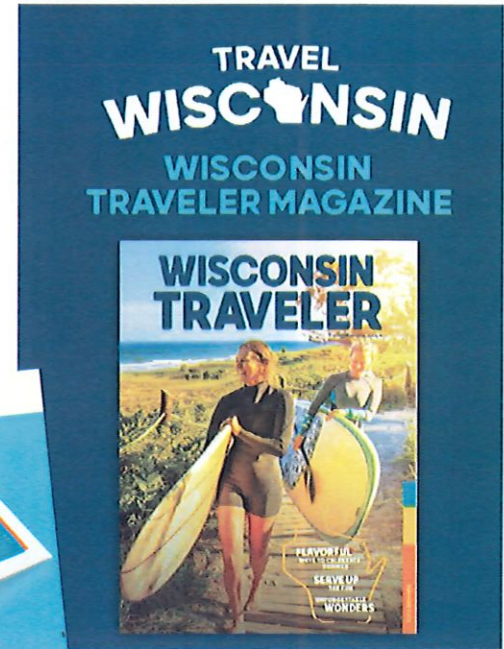
Antigo & Langlade County Trails 📍 Your path to heart-racing adventure! 🚗



antigochamber.com
ATV/UTV Trails |
Antigo/Langlade County...

Learn more

Travel Wisconsin Traveler delivers the best of Wisconsin to visitors on a seasonal basis.



TRAVEL WISCONSIN

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AAA - Wisconsin Bike Trails

 > **BIKE TRAILS IN WISCONSIN**

> Check Out These Destinations for Great Bike Trails and Paths

GO FOR A RIDE.

Grab a bicycle, choose your trail and head outdoors for a scenic adventure! Discover hundreds of miles of rugged mountain bike trails, paved city roads and cycling paths!



1. Antigo / Langlade County



Whether you're hitting the off-road or paved trails, we can guarantee you'll enjoy the breezy biking breeze. Enjoy a variety of scenery as you pedal through the charm of the Northwoods.
AntigoChamber.com

2. Go Chippewa County



Countless miles of biking trails from paved to off-road. The scenic backdrop will add to your overall experience.
GoChippewaCounty.com

3. 400 State Trail



400 State Trail offers a safe way to get outside and enjoy 22 miles of wildlife, scenery, hiking and biking.
400statetrail.org

4. Fox Cities



Let the water guide your ride in the Fox Cities. For stunning panoramic lake views, check out High Cliff State Park and Loop the Lake.
FoxCities.org

5. Janesville



Wisconsin's Great Outside experience! Be surrounded by nature as you explore our miles of scenic trails, award-winning botanic garden, public art and historic districts. Enjoy exceptional dining and a relaxing overnight at any of our lodging options.
JanesvilleCVB.com

6. Kenosha



Hit the bike trails in Kenosha County! From lakeside bike paths to a historic velodrome, Kenosha is home to miles of fun for cyclists.
VisitKenosha.com/Bike

7. Manitowoc / Two Rivers



Mormon Trail is a six-mile paved trail along the Lake Michigan coastline. We have a bike trail for everyone, paved trails, off-road trails, fat-tire biking.
manitowoc.info

8. Explore Menomonie



With more than 40 miles of trails, Menomonie, Wisconsin has trails for every level of rider.
ExploreMenomonie.com

9. Visit Oshkosh



Pack up your bikes and head to Oshkosh! From nature trails to a paved four-walk we have something for everyone during an awesome ride.
VisitOshkosh.com

10. Bike Sparta!



Sample America's Bicycling Capital by taking a ride along the Frey-Sparta trail. Grab a bite and a beer while you're here.
BikeSparta.com

11. Stevens Point



Find a great ride from one of Wisconsin's best mountain biking trails at Stansbury Rocks - a mix of old-school and flow trails - to the scenic 27-mile Green Circle Trail.
StevensPointArea.com/biking

12. Whitewater Area



Located in the Southern Kettle Moraine State Forest is known for its outstanding views, area lakes, and recreation opportunities.
DiscoverWhitewater.org



Wisconsin & Illinois Travel Stories

Long Weekend Getaways for Wisconsinites

40 Media Placements
5.8M Audience Reach
\$12.1K Ad Value

Watch the Season Come to Life in Langlade County



Spring into action as the snow melts, flowers blossom, and nature comes alive by hitting the trails in Langlade County. You can enjoy the miles of trails for ATV/UTV, biking, hiking, and walking. The thick layers of ice thaw off by the inches, opening 250-plus lakes, rivers, springs, and ponds for anglers looking to tackle an early fishing season. As the warm rays of sun beat down and the light peaks through, the critters awaken the wilderness, and flocks of feathered friends return. There's fun, whether you're riding down a dirt road, reeling in a Rainbow Trout, or resting under a red pine tree and watching those rowdy raptors. Get out and feel that gentle Northwoods breeze caress your face. For more information, visit antigochamber.com.

Adventurous Outdoor Experiences a Drive Away

WI 51 Media Placements
6.2M Audience Reach
\$17.6K Ad Value
IL 38 Media Placements
3.8M Audience Reach
\$18.2K Ad Value

Find Adventure in Langlade County



Find yourself enjoying the Northwoods. Adventure, adrenaline, and an abundance of recreational activities can be endured and explored in Langlade County, known for being an outdoor enthusiast's playground. If you're looking to catch that adrenaline rush, white water rafting on the famous Wolf River will have you hitting rapids all the way down! If you want to enjoy the serenity within, horseback riding or mountain biking the miles and miles of scenic trails will keep you pleased with nature's simplicity. Looking to get away for the weekend? There are oodles of campsites, cabin rentals, and lodging to accommodate all those who come to adventure in Langlade County. Leave those pavement roads behind and take the trails. For more information to plan your trip, visit antigochamber.com.

Fall Road-Tripping Ideas Close to Home

WI 51 Media Placements
7M Audience Reach
\$38.5K Ad Value
IL 37 Media Placements
3.8M Audience Reach
\$18.2K Ad Value

Explore the Northwoods in Langlade County



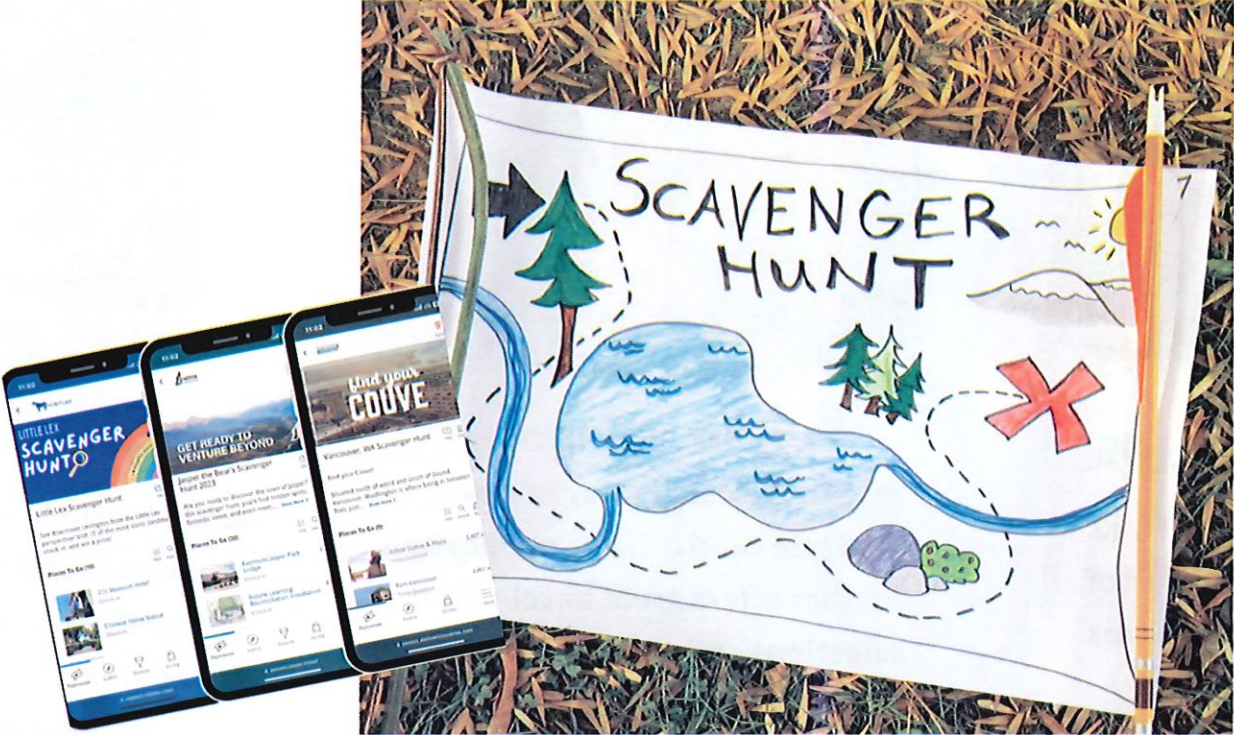
Autumn in the Northwoods of Langlade County is one of those sights you've got to see in person! Leaves are painted with vibrant colors of orange, red, yellow, and pink, taking over the greens that were there months before. Perfect for a cruise down a dirt road on an ATV/UTV or a nice bike ride on the trails that wind throughout our hearty woods. Enjoy a scenic hiking trip while exploring wildlife as they scavenge the forest preparing for hibernation. Or take a late season kayaking trip and watch the colorful leaves paint the lakes like beautiful murals. It's known for being an outdoor enthusiast's playground in more ways than one, for a reason! Come lie under the stars and let the adventure awaken within you.

Get the Content You Need to Deliver More Travelers

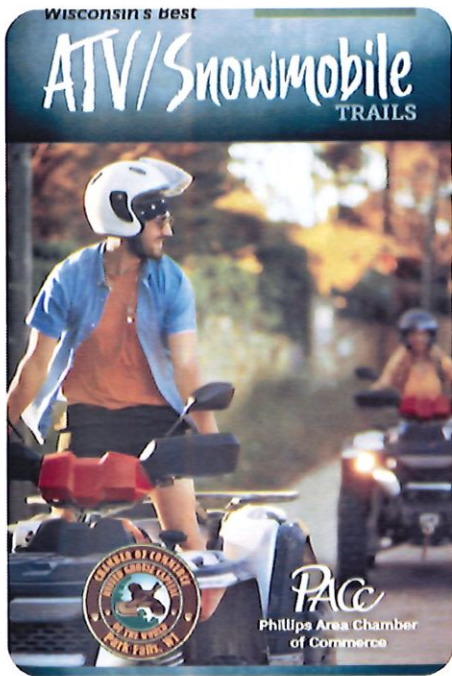


A travel platform showcasing impactful user-generated content has proven to drive more tourism by offering authentic insights and genuine experiences. The authenticity of user stories fosters trust, builds a community, and leverages the power of social media, creating a dynamic platform that inspires and engages travelers, ultimately attracting a larger audience to featured destinations.

Boost Engagement Like Never Before With A Scavenger Hunt Passport

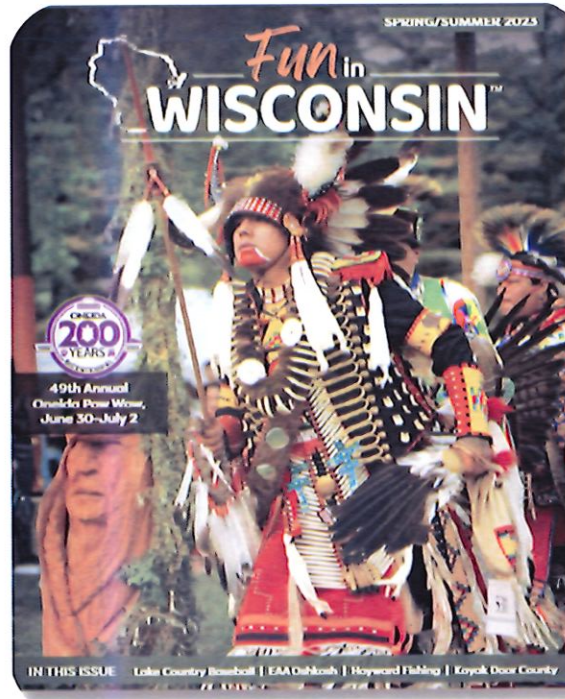


Deliver Unique Experience Passports To Our County!



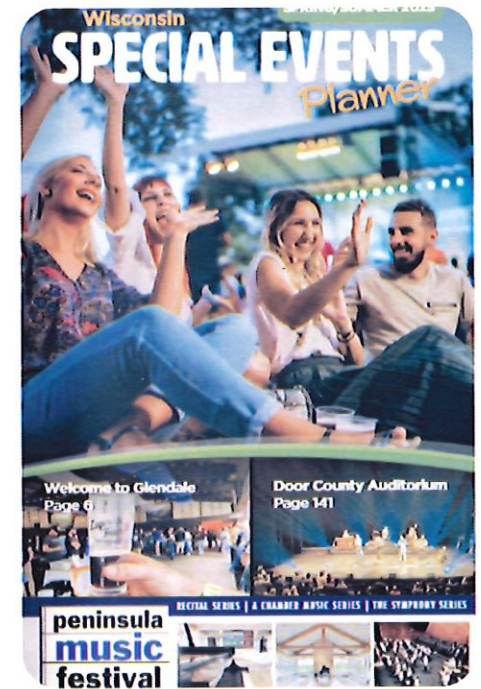
ATV/Snowmobile

The ATV/Snowmobile Trails publication is packed full of trail maps directing visitors to their destination.



Fun In Wisconsin

Fun-in-Wisconsin Magazine is a top 3 State tourist trade publication that offers great hotel/resort selections and showcases over 100+ main tourist attractions.



Special Events

The Wisconsin Special Events planner is a newer publication highlighting events throughout Wisconsin. Travelers can use this guide as their personal event planner.

These publication are distributed online at the State Welcome Centers, over 100 chambers, and visitor centers.

Sports Shows

Cedar Rapids, IA, Gree Bay, La Crosse, Madiso Milwaukee, and Wisconsin Dells



Partnering with Lincoln County to gain more exposure

Attachment: Chamber Tourism Marketing Presentation (6577 : Presentation by the Antigo/Langlade

Special Events Grant Fund 2024

The application process will invite interested groups to apply for Special Event Grant Fund funding.

The goal is to help fund new events that will bring in visitors from outside the area who will likely stay overnight in our hotels. The fund utilizes a portion of the total room tax collected by the City of Antigo.

The program accepts applications from non-profit 501(c)(3) or 501(c)(6) organizations for the marketing of events and projects that will occur within the City of Antigo.

The grant will be used to market the event or project outside the Antigo area. This is a matching grant fund, which means that the organization must, at a minimum, match dollar-for-dollar the amount awarded. The "ideal" event will be a first-time event, held over multiple days in the non-summer months, likely to attract overnight visitors from outside of the area that fills hotel rooms.



THANK YOU

On behalf of the Antigo/Langlade County Chamber of Commerce, we sincerely thank you for granting us the opportunity to further market and promote Langlade County. Your support is invaluable, and we are excited to leverage this chance to showcase the vibrant county and all it has to offer.

We look forward to continuing our collaborative efforts and positively impacting the promotion of Langlade County. Thank you once again for your trust and partnership.

